

Tide



UNIVERSITY OF ILLINOIS
LIBRARY
OCT 10 1958
CHICAGO

Chicago Graduate Div.
Univ. of Chicago
Navy Pier
Chicago 11, Ill.
2685
3/15/58
7

West Coast wits at Guild,
Bascom & Bonfigli



You count with an abacus -

You calculate with an abacus, as your ancestors did. You keep accounts with knotted strings or piles of colored tiles. Your records are clay tablets or parchment sheets . . . Then suddenly double entry bookkeeping is invented, with standard currency, bank credit, check payments, adding machines, calendar billing, and electronic computers, *all within fifty years*. As an old abacus man, you had a lot of new things to keep up with!

With respect to accounting, the above instance is wholly hypothetical; but as an analogy with farming, it is literally factual. Since the first World War, agriculture has advanced as much as in the previous thousand years. And the degree and the rate of change is wider than ever before.

Hundreds of ag schools, government laboratories, manufacturers and suppliers are engaged in all phases of agricultural research, fostering developments and discoveries that affect the business of farming. No individual can keep up—any more than in science, medicine, or industry. So to the best US farmers, *SUCCESSFUL FARMING* is not merely another business publication, but also a pertinent and profitable management consultant.

SUCCESSFUL FARMING is not published for all or any farmers. It focuses on the volume producers of livestock and field crops. SF has only 1,300,000 subscribers but in 1956 they planted 58% of total US corn, 46% of the wheat, and in 1957 sold

62% of the hogs and pigs, 47% of cattle and calves.

The value of SF is in its thorough and detailed documentation, with illustration, of applications of new ideas, tools and techniques. Like the Harvard Business School, SF specializes in the case history.

The laboratory report may be helpful; but before you make a change, invest time, labor and money, you want some certainty of results. SF supplies this certainty, with actual instances from actual farms; and specific directions. Instruction manual and work guide, SF saves work, increases yields, lowers costs, increases profits—in dozens of ways every year for any subscriber.

Consequently SF enjoys a degree of influence that no general medium can match; and a fifty year record of service to farm families that results in extraordinary reception and response for its advertising.

The *SUCCESSFUL FARMING* audience is one of the world's best class markets. The

estimated average cash farm income the SF farm subscriber in 1957 was \$10,870; represents an annual market more than \$11 billion!

These SF families have high buying power, and the same wants and desires of other prosperous families; constitute the brightest market picture in the U.S. today. And no other medium sells the so effectively and at such low cost.

For more sales, and for better balance in your national advertising schedule



where general media have light penetration there is no better sales publication buy than *SUCCESSFUL FARMING*. Any SF office will give you the details.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.



\$157.6 billion, free & clear!

In 1957 US farmers owned

\$109.5 billion of real estate

\$8.4 billion of crops

\$18.7 billion of financial assets

\$28.5 billion of livestock, machinery & vehicles

\$12.0 billion of home furnishings & equipment

owed \$19.5 billion mortgages, etc.,

were worth \$157.6 billion, free & clear!

Successful Farming sells

the country's wealthiest farmers.

SF farm subscribers last year had estimated average cash farm income of \$10,870—have more this year!

For more sales, better balance

in your national advertising,

you need SF. Details, any office.

Successful Farming . . . Des Moines, New York, Chicago, Detroit, St. Louis, Philadelphia, Cleveland, Minneapolis, Atlanta, San Francisco, Los Angeles.



Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

COVER STORY: San Francisco's Guild, Bascom & Bonfigli p. 44

The second of TIDE's photographic essays on advertising agencies. This month: Guild, Bascom & Bonfigli — selling with a sense of humor (pp. 44-47). On the cover (left to right): copywriter Gene Thompson, vice-president and TV and copy director Courtenay Moon, vice-president and copy director Maxwell Arnold break up over their own commercial. (Cover and story photographs by Wayne Miller of Magnum.)

Fourth quarter outlook for ad budgets p. 25

Which way will advertising expenditures go in the next three months? The next 12 months? Dr. Peter B. B. Andrews, TIDE's economic consultant, examines what's ahead for 40 industries.

Philco's design for new sales p. 28

Why Philco's new TV sets may be the white hope of the troubled television industry.

Is it better to sell dreams or facts? p. 31

Gilbert Seldes, TIDE's candid critic, analyzes ads aimed at the mass and ads directed toward special groups.

Will inflation create more private brands? p. 34

TIDE's Advertising Leadership Panelists theorize that private brands could seriously affect our pricing system and report which industries are already feeling the pinch.

The ads that sell a bellwether industry p. 50

An exclusive report on how 21 machine tool builders use advertising.

Wall Street looks at advertising p. 64

Merrill Lynch managing partner Michael McCarthy explores the relation of advertising to sales growth and the development of new markets, third of a series by TIDE senior editor Mike Hughes.

New feature: Retail sales forecast p. 74

Formerly the Retail Report, this revised TIDE service now presents an at-a-glance forecast of what retail sales will be like in the month ahead, state-by-state. In this issue: the retail picture for November.

Would you do it all over again? p. 77

TIDE's Leadership Panelists explain why they are glad or sorry they're admen, and which occupation they'd choose if given a second chance.

Special report: New trends in Media Buying p. 81

An exclusive two-part roundup of the new rate and space incentives seven media are thinking up to lure advertisers.

every issue

Letters	4	41 Public Relations
Ebb & Flow	13	57 Media Outlook
Monthly report	17	61 New Products and Test Markets
Tidings	23	68 Advertising to Industry
Mr. Billings cartoon	38	72 One Adman's Opinion
Woman's Viewpoint	39	88 Editorial

TIDE is published the first of each month, by Executive Publications, Inc., 386 Fourth Ave., New York 16, N. Y. Publication office: 227 Wayne St., St. Joseph, Mich. Single copies 75¢. Subscription \$5.00 a year in the U.S., its possessions and Canada. \$13.00 in all other countries. Entered as second class matter Post Office, St. Joseph, Mich. Send all notices of undeliverable copies to TIDE, 386 Fourth Ave., New York 16, N. Y. Printed in the U.S.A. Copyright 1958 Executive Publications, Inc.

This fabulous figure is a key to advertisers' success

Do you recognize him?

- | | |
|------------------|--------------------------|
| a. Dr. Faust | <input type="checkbox"/> |
| b. Sol Hurok | <input type="checkbox"/> |
| c. Beau Brummell | <input type="checkbox"/> |

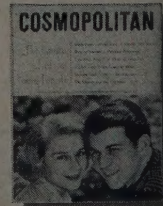
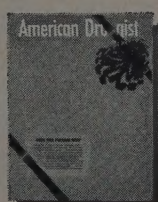
Though most of them may not have met him in person, readers of *Town & Country* will quickly recognize Impresario Sol Hurok, whose colorful career is featured in the October issue on "New York by Night".

It is no accident that Hurok—and others who contribute brilliantly to the arts in America—should regularly speak to the readers of *Town & Country*—a Hearst special interest Magazine designed uniquely for readers intimate with Brahms, Braque, and Brancusi.

Because it does its job thoroughly and well, *Town & Country* is a distinguished guide to elegance, to "what's new" in shops and bistros, in fashion and fun. For here is a magazine tailor-made for that privileged inner circle with the means and leisure to enjoy the more elegant things of life.

Reaching pre-sold prospects in the mood to buy

What is true of *Town & Country* is characteristic of all ten Hearst special interest Magazines.



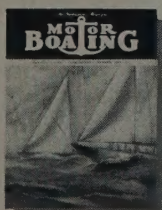
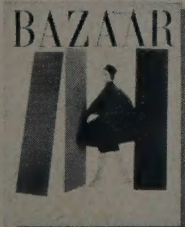


Each is a leader in its field—each dedicated to a particular group of readers, and edited with a consummate knowledge of the interests of that group, an interest shared by both reader and advertiser.

As a result, Hearst Magazines pin-point prospects, not just suspects. They reach a pre-sold audience in the mood to buy. Editorial authority combines with reader interest to provide a tailwind for advertised products that produces greater sales, more profits for the advertisers.

Six Ways Hearst Magazines Help Advertisers:

- Advertising reaches readers in the mood to buy
- Advertising is focused where interest is keenest
- Editorial and advertising content work in tandem
- Editorial integrity lends prestige to advertising
- Each magazine is the authority in its field
- Hearst readers are sold—only need to be told!



HEARST MAGAZINES

10 keys to the special interests of 10 groups of people

FAIRCHILD news

In order to speed business news faster to the midwest, Fairchild Publications inaugurated a telephone news bulletin service in Chicago on Sept. 22. News bulletins, summarizing highlights of latest issues of WOMEN'S WEAR DAILY, DAILY NEWS RECORD and HOME FURNISHINGS DAILY, are available daily by telephoning Webster 9-1600 from 6 p.m. until 9 a.m. The telephone service is expanded on weekends to include bulletins from Fairchild's three weeklies — FOOTWEAR NEWS, SUPERMARKET NEWS, ELECTRONIC NEWS.

Sheldon Wesson, news bureau chief for Fairchild Publications in Japan, is making a two month trip to the United States this Fall. He arrives in San Francisco Nov. 1 and will make his headquarters in New York, returning to Japan the latter part of December.

Emery P. Laskey, advertising director of DAILY NEWS RECORD, reports that Howard Friedman has been transferred from the Chicago office to the ad sales staff in New York.

In recognition of the importance of the National Electronics Conference in Chicago, Oct. 13, 14, 15, ELECTRONIC NEWS will publish an extra issue on Oct. 14, in addition to the regular weekly issue of Oct. 13. Along with copies to regular subscribers, room-to-room, lobby and dining room distribution of both editions will be made for convenience of all attendants at the conference.

Julian H. Handler, editor of SUPERMARKET NEWS, will be moderator at the first forum of the year of the Food Industry Square Club, Hotel New Yorker, Oct. 15. The subject of the meeting will be "How Can All Levels of the Food Industry Work Together More Successfully."

W. D. Williams, general manager of MEN'S WEAR Magazine and advertising director of FOOTWEAR NEWS, is on a six week business and pleasure trip to Europe. Mr. Williams is conferring with Fairchild executives in Europe and is calling on European firms interested in advertising in Fairchild publications.

Clara Hancox, editor of the College Shop section of DAILY NEWS RECORD, will address the Youth Conference session of the National Association of Retail Clothiers and Furnishers at the Palmer House, Chicago, Oct. 27. Her subject will be "The Young Men's Market."

Seven members of FOOTWEAR NEWS editorial division will join the regular Chicago bureau staff for the National Shoe Fair the week of Oct. 26. Editor William Pyle will be accompanied by Nancy Shapiro, Vivian Infantino, Richard Cohen, Arthur Zuckerman of New York, Edgar Scott of St. Louis bureau and Ann Kelleher from Boston Office.

**FAIRCHILD
Publications, Inc.**
7 East 12th St., New York, N. Y.
Publishers of

Daily News Record, Supermarket News, Women's Wear Daily, Electronic News, Home Furnishings Daily, Blue Book Directories, Men's Wear Magazine, Footwear News, Books.

LETTERS

Sex vs. sales

Sirs:

In his August column, my good friend Scotty Sawyer puts his finger squarely on the problem involved in using bosoms in selling products unrelated to brassieres. You get attention. But is it favorable attention? Does it sell goods?

Prudishness is not involved. The matter is simply one of orderliness. Advertising is part of the selling process. The salesman who introduces his pitch with a couple of brand new stories doesn't stay on the payroll long. O.K. after the second martini, but not during business hours.

Pictures of front and rear elevations of Bardotian proportions are fine in their place. But a man associates his trade magazines with his work.

He reads it for information he can use to do his job better. Earning a living is a serious matter. Be he lawyer, engineer, media buyer, mortician, maintenance superintendent, or supermarket operator, he is earnest about his profession.

He may joke about it, but he doesn't really like anyone else to. There's always the danger that an offbeat device for gaining his attention, whether it be sex or anything else extraneous to the product being sold, will create the impression that the advertiser is downgrading the reader.

But that's only part of it. The trade magazine reader is really hungry for ideas that will help him do his job better. That's the only reason he reads a trade magazine.

His attitude is purely selfish.

(Continued on page 6)

CLIPPINGS . . . ACCURATE BAROMETER OF CURRENT BUSINESS TRENDS

Get the facts on this and other timely topics in our current newsletter . . . You are invited to add your name to our regular mailing list without charge or obligation . . . Write today to:

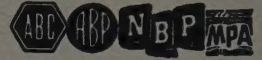
LUCE PRESS CLIPPING BUREAU
157 Chambers St., N. Y. 7, N.Y.
Barclay 7-8215

Tide

EDITORIAL, ADVERTISING &

CIRCULATION OFFICES

386 Fourth Ave., New York 16, N. Y.
LExington 2-1760



EditorMorgan Brown

Managing EditorKenneth Schwartz

Senior EditorLawrence M. Hughes

Associate EditorsPhilip K. March

Judith B. Dolgin

Robert Otterbourne

Selwyn Feinstein

Contributing EditorsDorothy Diamond

Lester Lebe

Carol Bick Tolle

Howard G. Sawyer

Art DirectorMino Bus

Staff CartoonistGeorge W. Booth

Research DirectorDr. Jay M. Gould

Consulting EconomistPeter B. B. Andrews

Editorial AssistantsDonald S. Mackay

Thomas J. Morris

Manager, Tide Advertising Leadership

PanelFlorence Melod

Reader ServiceH. M. Howard

Circulation DirectorR. E. Smallwood

Asst. Circulation ManagerEd Hoffman

Subscription ManagerHoward Vos

SUBSCRIPTIONS:

U.S. and Canada: \$5.00 a year

Foreign: \$13.00

Officers

PresidentJohn W. Hartman

PublisherHartley W. Barclay

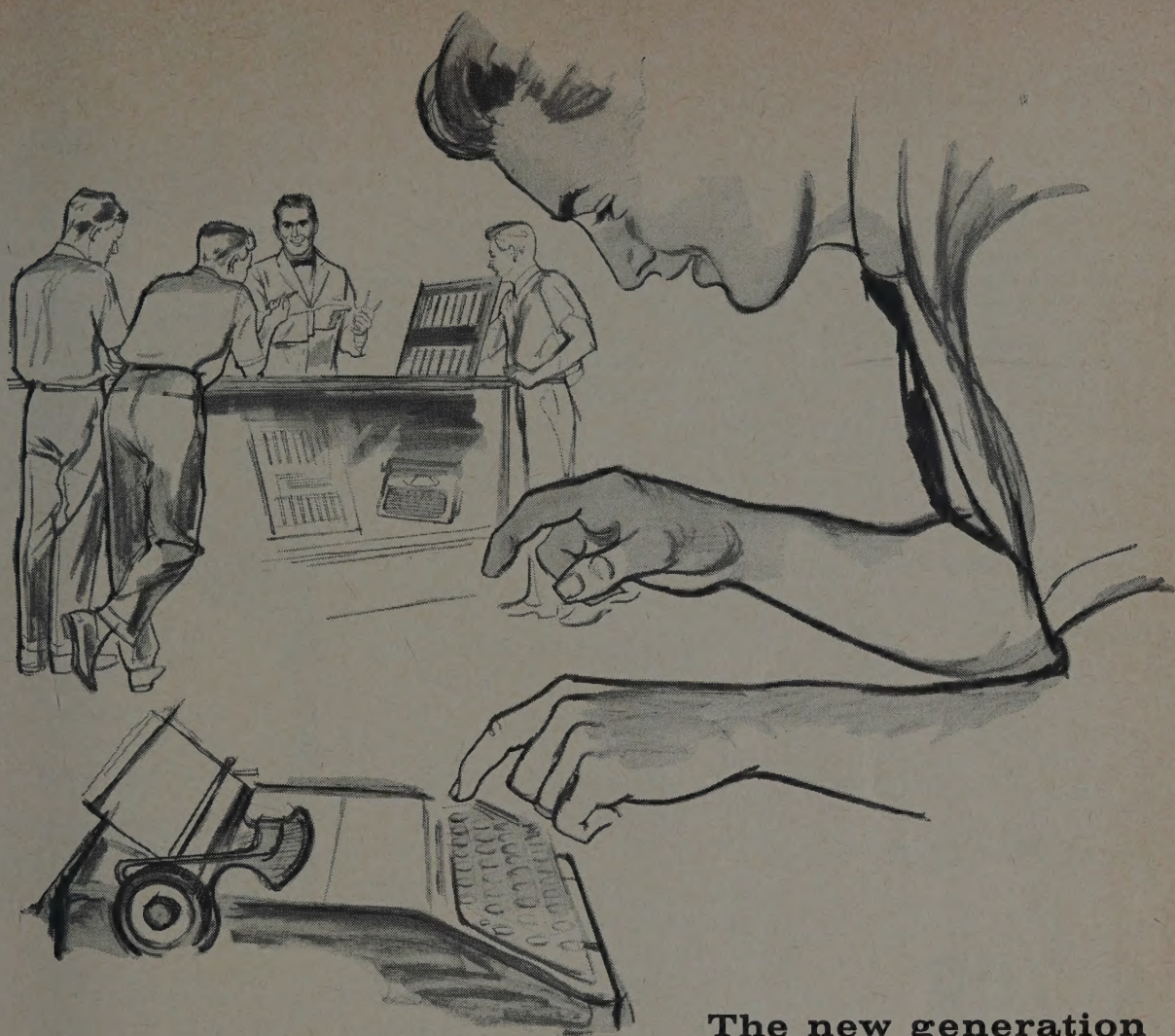
General ManagerMorgan Brown

Executive

Vice-PresidentFrederick C. Kendall



Bill Bros. Publications: Fast Food, Floor Covering Profits, Plastics Technology, Premium Practice, Rubber World, Sales Management, Sales Meetings, Tires, Tide.



The new generation means Business today...

Back-to-school may be anathema to students, but to the retail trade it's a time of soaring sales.

In fact, last year the only stores showing sales increases in September over the previous month were those that sell back-to-school merchandise: apparel, shoes, stationery and book stores. All the others dipped.

If there was ever real evidence of the impact of youth on our economy, this is it. Youth knows exactly what it wants and gets it. For that reason alone, if you have a product to sell to youth, you've got to advertise it in their language, in their own magazine.

BOYS' LIFE is the country's largest and most influential youth magazine published.



1,800,000

NET
PAID
pub. est.

The Magazine That Reaches The NEW GENERATION.
Published By The Boy Scouts of America.

A Correction

In a double-spread advertisement that appeared recently in trade papers, we said of *Cosmopolitan*:

"Every month some 996,000 consumers go to the newsstand and pay 35 cents for their favorite magazine".

Actually, the figure quoted represented total circulation of *Cosmopolitan* averaged over a six-month period—not simply newsstand circulation. We apologize for the misstatement, and submit herewith revised figures for the comparison made of newsstand sales with other major magazines.

Average Newsstand Sales

(ABC—Last 6 months 1957)

COSMOPOLITAN	950,458
Look	789,144
Life	780,906
Esquire	259,118
Holiday	155,135
New Yorker	117,414

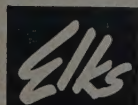
Hearst Magazines

\$6,798
is the
median income
of **1,230,998 ELKS**

A good reason for this high income figure—34.2% of the heads of **ELKS** Magazine households are officials and proprietors of business. In this classification of the Starch 53rd Consumer Magazine Report, the **ELKS** ranks 2nd among the 55 publications surveyed.

Furthermore, the Starch Report proves that **ELKS** are a top market for every type of product and service of American industry.

Advertisers can effectively reach this market of 1,230,998 **ELKS** through **THE ELKS MAGAZINE**.



MAGAZINE

New York Los Angeles
Portland, Ore. Chicago

LETTERS (Continued from page 4)

"What have you got of value to me?"

The Bikini approach to the wire rope buyer may capture the eye at the same time it is introducing into the reader's subconscious the suspicion that either the product is lacking in solid virtues, or the ad writer didn't have ability or opportunity to dig them out.

Sure he likes curvacious cuties. Who doesn't? But it's safer to save them for the barber shop magazines. There is a time and place for everything. As Cleopatra said to Marc Antony, "I am not prone—to argue."

Arthur H. Dix
Vice-president

in charge of research
Conover-Mast Publications, Inc.

With Lanolin!

Sirs:

(Re "Advertising the Unmentionable," *TIDE*—August.) It needed to be said. And mister, how you said it!

My only disappointment: you failed to comment on the utterly fascinating bit of news that "X brand of bathroom tissue has been softened by LANOLIN."

Now there is no part of the body, interior or exterior, that does not benefit by the use of an ingredient discovered some years ago by a Columbus among copy writers.

In a thirty year career covering a rather versatile experience in ad-
(Continued on page 10)

BACON KNOWS MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

* BUSINESS * FARM
* CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU

14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Plants and Flowers

for
PREMIUMS
and
GIVE-AWAYS



Write for **FREE SAMPLE**
of an exotic plant

Worlds Largest Supplier
of Horticultural Premiums

Please write attention **MISS TERRY**



ORCHIDS OF HAWAII, INC.

National Sales Office
305 - 7th AVENUE, NEW YORK 1, N. Y.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933 AND JULY 2, 1946, SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF *TIDE*, PUBLISHED MONTHLY AT ST. JOSEPH, MICHIGAN FOR OCTOBER 1958.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Harry W. Barclay, 386 Fourth Avenue, New York 16, N. Y.; Editor, Morgan Brown, 386 Fourth Avenue, New York 16, N. Y.; Managing Editor, Kenneth Schwartz, 386 Fourth Avenue, New York 16, N. Y.; Business manager, Randy Brown, 386 Fourth Avenue, New York 16, N. Y.

2. The owner is: Executive Publications, Inc., 386 Fourth Avenue, New York 16, N. Y.; Sales Management, Inc., 386 Fourth Avenue, New York 16, N. Y.; Estate of Raymond Bill, 386 Fourth Avenue, New York 16, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: none.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person, corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

MORGAN T. BROWNE

Editor

Sworn to and subscribed before me this 22nd day of September, 1958.

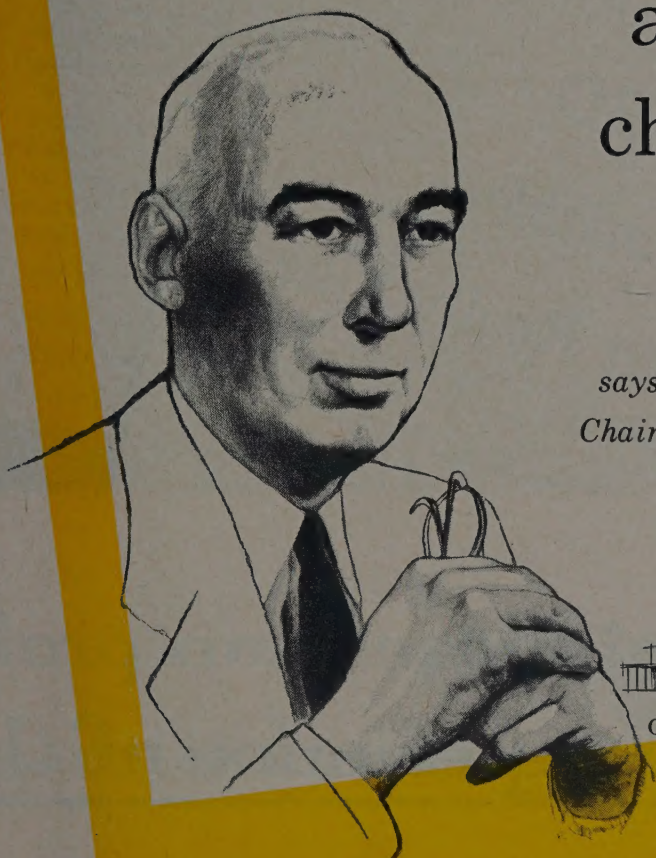
HELEN M. VERLIN
Notary Public

(My commission expires March 30, 1960)

This Week MAGAZINE

"moves merchandise
across the
checkout counters
of our stores"

says **T. G. HARRISON**
Chairman of Super Valu Stores, Inc.



One of America's leading voluntary-chain operations
serving over 600 stores in the Upper Midwest.

Advertising . . . especially in these competitive days . . . is important for what it *does*. And checkout counters are where the real scores are kept. That's why Mr. Harrison's comment is so important.

"THIS WEEK" says Mr. Harrison, "gives its advertisers the unique and effective combination of the prestige of national advertising with the strong reader impact of the local papers in which it enters the homes of the food buyers in our territory.

"For this reason, **THIS WEEK** has become of prime importance in moving the advertised merchandise across the checkout counters of Super Valu stores in the Upper Midwest."

grocery men all over the country will tell you: if you want to move merchandise through the nation's checkout counters . . . you want **THIS WEEK** at the top of your advertising schedule.

For advertising is read by more people in THIS WEEK MAGAZINE than in any other publication. 12,514,795 families read **THIS WEEK** Magazine every week. Your advertising in **THIS WEEK** Magazine gets heavy newspaper coverage combined with high magazine readership . . . at a very low cost per thousand. **THIS WEEK** Magazine is today's most powerful selling force in print.

most widely read National Magazine in America sharing the power and prestige of 39 great Newspapers!



tobaccos are being used
the startling findings of a thorough survey

July-1957

THE FACTS BEHIND FILTER-TIP CIGARETTES

A Reader's Digest Report to Consumers

August-1957

WANTED
—And Available—
Filter-Tips That Really Filter

Two Articles

han

d found that "the
ific evidence estab-
onable doubt" that
is a cause of the
incidence of lung

en were undis-
blow over like
ed the chief ex-
Said a Kansas
People enjoy
going to quit.
ers."

confidence was
since 1953-54;

33

How other businesses can profit from the experience of the

In its July and August issues last year, Reader's Digest published new facts on tar and nicotine in cigarette smoke.

Overnight, a nation of smokers started to abandon a tradition of lifetime loyalty to certain "established" brands and to smoke the more efficient filter-tips — as determined by the Digest's laboratory tests.

One filter-tip cigarette rose from an "also-ran" to a leading sales position. As soon as the full effect was felt, the manufacturer doubled its sales and increased its earnings five times in this "filter-tip revolution."

Lessons from the revolution

Businessmen know how long it usually takes to educate people to accept new products or brands, how

difficult it is to change customs and buying habits. But they also know that this problem can be licked, because of changes in public taste, improved communications through mass media and marketing efficiencies that have occurred since the war.

Today, half the products bought in this country did not even exist 15 years ago. Everywhere you look you find new brands, new designs, new appeals winning new customers. Today more than ever, people seem willing to change their living or buying habits in search of something better.

That was the atmosphere in which the Digest published the first two articles in July and August, 1957.

—And one year later (see Reader's Digest July, 1958)—the tobacco industry itself was talking about one topic: the "filter-tip revolution" of 1957-58. *Nothing like it has happened before in 50 years of cigarette*

A Progress Report

July 1958

THE CIGARETTE INDUSTRY CHANGES ITS MIND

By Lois Mattox Miller
and James Monahan

IN MIAMI Beach last April, tobacco men attending the annual meeting of the National Association of Tobacco Distributors talked about industry and marketing problems, but always returned to one topic—the “filter-tip revolution” of 1957-58.

Industry to make some drastic changes, all in the cigarette smoker's favor. Highlights:

Filter-tips that really filter, something the industry said was “impossible” a year ago, were springing like weeds in...

Cigarette Industry

king! A nation of smokers is benefiting, because they can buy safer cigarettes... and these same improved cigarettes were rushed to the market *much* sooner because the public demanded it.

in medicine and surgery, in highway safety, better schools, relations between men and women, and in national defense, the Digest has proved, time and time again, that when it searches out and publishes the facts, *public takes action!*

in today's competitive markets, with today's increasing demand for better products, there are great new opportunities for manufacturers in the power of a few pages in print. The American public is alert, eager for better information and better living, wants straight facts on both. Many advertisers have found that people are particularly influenced when they find these facts in Reader's Digest.

Because people believe what they read in the Digest, they rely on the products and services advertised in it. And because Reader's Digest is read by more people than any other publication in the world, its mass impact is reflected in significant changes in public opinion and public response. The same immediate, overwhelming response has been evidenced repeatedly to both its editorial and its advertising pages.

People have faith in
Reader's Digest

*Largest magazine circulation in U. S.
Over 11,750,000 copies bought monthly*

"... a comprehensive study of public relations in virtually every contemporary medium and achieves a rare distinction in books of this type: It is not only definitive, but thoroughly readable." **PRINTERS INK**

THE MASS COMMUNICATORS

Public Relations
Public Opinion
Mass Media

By Charles S. Steinberg
Director of Information
Services, CBS-TV network

"A complete and skillful account of the growth and function of the communication arts, as well as a practical guide to successful public relations."

Dwight W. Norris, Director of Public Relations, **NEWSWEEK**



Harper & Brothers
49 East 33d Street
New York 16, N.Y.

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is **PROMPT ... THOROUGH.**



Est. 1888

PRESS CLIPPING BUREAU
165 Church St., New York 7, N.Y.
Phone BArcley 7-5371

14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

vertising and public relations, I have sought to express a long-neglected factor—"believability."

The crime to me is not so much that the advertising fraternity has discarded it as it is that the American consumer has been educated to a lack of concern for it.

"Softened by LANOLIN . . .?"
Man!

Bob Carter
Advertising Manager
Utility Trailer Mfg. Co.
City of Industry, Calif.

New Tide

Sirs:

Re your new set-up—fine, except for Monthly Report—content may be excellent but with the type and/or layout, excessive underscoring, etc., I couldn't read it.

Have long wished other trade mags would perforate pages as TIDE does . . .

Mary R. Anderson
Promotion Manager
WQXR
New York

Congratulations

Sirs:

I have just taken my first good look at the new monthly TIDE. It's mighty good looking and chockfull of interesting features. I like particularly the public relations column which will, I think, fulfill a long existing need.

Paul B. Zucker
Executive vice-president
Ruder & Finn, Inc.
New York

Tide

ADVERTISERS' INDEX

American Machinist	21
Agency: Klau, Van Pietersom, Dunlap, Inc.	
American Telephone & Telegraph Co.	11
Agency: Cunningham & Walsh, Inc.	
Associated Business Publications	12, 13
Agency: Media Promotion Organization Inc.	
N. W. Ayer & Son	15
Bacon's Clipping Bureau	6
Agency: Armstrong Adv. Agcy.	
Boys' Life	5
Burrelle's Press Clipping Bureau	10
Agency: J. C. Bull Inc.	
Leo Burnett Co. Inc.	63
CBS-TV5	78-9
Consulting Engineer	60
Elks Magazine	6
Agency: The McCarty Co.	
First Three Markets Group	80
Agency: Anderson & Cairns, Inc.	
Graphic Calculator Co.	10
Agency: Robertson, Buckley & Gotsch Inc.	
Grit Publishing Co.	22
Agency: Gray & Rogers	
Harper & Brothers	10
Hearst Publications	2-3, 6
Agency: Lynn Baker, Inc.	
International Paper Co.	55-6
Agency: Humphrey, Alley & Richards, Inc.	
Luce Press Clipping Bureau	4
McCall's Magazine ...	38, 4th Cover
Agency: Donahue & Coe Inc.	
Metal Progress	48-9
Agency: The Bayless-Kerr Co.	
New York Herald Tribune	16
Agency: Donahue & Coe Inc.	
New York News	66-7
Agency: L. E. McGivena & Co. Inc.	
Oklahoma Publishing Co.	53
Agency: Lowe Runkle Co.	
Orchids of Hawaii, Inc.	6
Agency: Jerry Goldstein Adv. Agcy.	
Reader's Digest	8-9
Agency: J. Walter Thompson Co.	
Suburbia Today	69
Agency: Harry M. Sturges & Assoc.	
Successful Farming	2nd Cover
Agency: L. E. McGivena & Co. Inc.	
This Week Magazine	7
Agency: Earle Ludgin & Co.	
Thomas Publishing Co.	14
Agency: W. N. Hudson Adv.	
Time, Inc.	58-9, 3rd Cover
Agency: Young & Rubicam	
Times-Picayune Publishing Co.	42-3
Agency: James Aldige & Assoc.	
Together Magazine	71
Agency: Harry M. Sturges & Assoc.	
Young & Rubicam	76



Graphic CALCULATOR COMPANY

633 Plymouth Court, Chicago 5, Ill., Dept. E-11

CALCULATORS for faster selling

Graphic Calculators quickly and easily solve problems connected with the use or selection of your product or service. Precision made of paper or plastic (but low in cost), they simplify even complex operations. For example, the model shown calculates weight per 1000 pieces for any given size of 8 alloys.

FREE SAMPLES: A note on your company letterhead will bring you sample Graphic Calculators and full information.

8571



“Trade Mark Service in the Yellow Pages helps our national advertising pay off in sales!”

says **Robert M. VanBrundt**, Advertising Manager,
Hearing Aid Division, **ZENITH RADIO CORPORATION**

Zenith's way of converting prospects to customers is as simple as one-two. First, we *spotlight* authorized Zenith dealers through Trade Mark Service in the Yellow Pages of telephone directories throughout the country.

“Secondly, *all* of Zenith's nation-wide advertising carries the Yellow Pages emblem, to be sure hearing aid prospects know *where* our dealers are. “Even the finest ads can't make a sale

—unless your prospects know *where* to buy. Trade Mark Service, plus the Yellow Pages emblem, does just that for Zenith.”

What works for Zenith can work for you. Trade Mark Service in the Yellow Pages can be tailor-made to fit any marketing plan, help any national advertising pay off *in sales*. Call your Trade Mark Service man at your telephone company business office soon!

ZENITH HEARING AIDS

Enjoyed by more people than any other aid in the world. Highest quality, sensibly priced transistor models include eyeglass type and a tiny aid worn entirely at the ear. By makers of Zenith TV, radios. 10-DAY MONEY-BACK GUARANTEE.



“WHERE TO BUY THEM”

GOOD H B 123 E Kalamazoo.....IV 7-0124
WALLACE OPTICIANS
223 Abbott rd ELansED 2-3117
WALLACE OPTICIANS
107 N Washington.....IV 2-1175

ZENITH'S TRADE-MARK in classified telephone directories ties in dealers with Zenith's advertising, helps them capitalize on the well-known Zenith name.



MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

They ask themselves: "What's in it for me?"

A man who reads his business publication reads with a purpose. He reads, not for pleasure, but for his own profit. He searches exhaustively for pertinent facts. For fresh solutions to old problems. For information he must have to make decisions.

And—what's most important to *you*—he reads the advertising in his businesspaper with the same intense concentration he devotes to the editorial pages. So . . . concentrate your sales message on the man who means business. Reach him where he works—in the pages of his businesspaper.

No advertising is better than the businesspaper it appears in. As an advertising expert, you know that a publication's effectiveness as an advertising medium depends on its editorial strength. You know that your advertising gets

maximum results only in the publication with the greatest editorial strength.

How do you recognize these top publications? One way is to take note of the ABP symbol—a symbol of editorial independence and publishing integrity for more than 50 years. Another way: check the paid circulation. People *pay* for businesspapers they *want* . . . and *read* the businesspapers they *pay* for. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend more than \$15,500,000 a year to read them.

Concentrate your advertising in ABP papers. You know they're businesspapers read by men who mean business.

**MOST OF THE BETTER
BUSINESS PUBLICATIONS**

DISPLAY THIS SYMBOL . . .



EBB & FLOW

by mr. billings

Sick stories and vicuna jokes on Madison Ave. (wherever that is) have given way to a rash of quips based on the quiz show situation. Sample: TV's Johnnie Carson last fortnight asked if anybody wanted to buy "six unconnected dots."

Will people please quit misusing "fulsome." It means something unpleasant. Also misused: "livid" which means pale not vivid . . . If anybody doubts the power of advertising, publicity and merchandising, herewith submitted are Hula Hoops which are sweeping the country.

Viceroy apparently knew when it was outgunned. Its claim, "20,000 filter traps" was jerked when Hit Parade found it had 400,000 . . . BBDO's "no comment" to TIME magazine's yelp over the agency's ad quoting the magazine on Hit Parade means just one thing: the client knew about the ad and approved it . . . While on the smoke who will agree that Pall Mall's "you can light either end" is the greatest consumer benefit ever offered in cigaret advertising?

Smiroff is again using its theme, "It leaves you breathless" after a nearly four-year hiatus. The new ads, currently breaking, hit the theme hard rather than as a tag line.

Look for still more corporate shakeups at General Foods as it further develops its brand concept. There's no connection, but the Gourmet line which is now up to 60 delicacies is hurting for sales.

Isn't it true as previously reported here, that the SATEVEPOST was on the lookout for squawks about the high incidence of liquor cartoons last year and found none. Incidentally did you get any of that Curtis stock when it took that beautiful jump?

Now that Jock Whitney has bought the NEW YORK HERALD TRIBUNE, there should be a couple of years' respite to the dreary and untrue rumors that the paper is folding.

One large Wall St. house is predicting that Detroit will sell no more than 5 million cars in 1959. This is a half million under the industry's own estimates. . . By the way, do you know anybody who is thinking of buying a color TV set?

Guild Bascom & Bonfigli's clever spoof in trade ads of subliminal projection is worth seeing. Think fast: how many lenses are there in the eyeglasses used in the logo of the agency's trade ads?

John Blatnik's activities might have had nothing to do with advertising if the A.N.A. five or six years ago had gotten the FTC-advertising liaison group off the ground. Incidentally, what is happening with the AFA-FTC groups?

Treasury Secretary Robert Anderson's commendation of the Advertising Council's contribution to halt the recession is a powerful reminder that the Council is the finest mechanism ever devised by an industry to establish its integrity and constructiveness.

(continued on next page)



ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

... especially when your salesmen (or your clients' salesmen) use your advertising in their selling efforts. ABP has prepared a film to encourage salesmen to do just that. The film is called "How to Multiply Yourself." It's a full-color strip-film presentation that shows salesmen how your businesspaper advertising works for them... how they can follow through on the pre-selling that means better selling and more business.

It shows salesmen how advertising opens doors for them. It tells them how to stress the same points in their selling that your advertising does... how to make the most of reprints... how to follow up leads that advertising has uncovered. It explains how advertising does away with wasted shoeleather... how advertising fills the bases before the salesman comes to bat.

Ask for a showing of the new ABP film, "How to Multiply Yourself"

Thousands of salesmen have seen "How to Multiply Yourself" in the past month. We'll be glad to arrange a showing at your convenience—or, if you'd like a "preview," we've prepared a booklet version of the film that's yours for the asking. Just drop us a line. Or phone the ABP Business Service Department.

THE
**ASSOCIATED
BUSINESS
PUBLICATIONS**



205 East 42nd Street, New York 17, N. Y.
201 North Wells St., Chicago 6, Illinois
1004 National Press Bldg., Washington 4, D. C.

70,000 Times a Day

Every day in the year \$120,000,000 worth of original, non-routine purchases are made by American Industry. To locate sources of supply for this vast demand, purchasing men refer to Thomas Register 70,000 Times a Day.

*TR produces consistent inquiries for consistent advertisers
AT LOWEST COST!*

THOMAS REGISTER

461 EIGHTH AVENUE
NEW YORK 1, NEW YORK
Telephone OXford 5-0500



EBB & FLOW (continued from page 13)

Taint So. National survey of check-out of self-service stores to be released late in August indicates that pilferage isn't the problem it's supposed to be in that type of retail operation. More than half of the stores report that shoplifting actually has declined after conversion to the check-out system. A few testify to minor increases. Seems a lot of shoppers put merchandise in their pockets with the intention of swiping it, then chicken out as they approach check-out areas and park their intended bonuses on any convenient counter or shelf. It's quite a chore, merchants say, to return half-stolen articles to their proper posts.

• • • • •

Split runs in national magazines (LIFE, LOOK and TIME) is a progressive step. Now fellas, how about those closing and cancellation dates? A.N.A.'s Radio & TV Chairman George Abrams of Revlon surprised no one when he said TV ratings are advertisers' most consistent problem.

• • • • •

Have you seen any economic prediction that pinpointed within three months the exact date of a manifest improvement in the economy?

You may not dig Lawrence Welk, but his debut on ABC-TV in stereo-phonetic sound may set a new trend in the industry.

• • • • •

Look for the outdoor advertising industry to quit fighting a fruitless rear-guard action and to come out swinging with a strong positive campaign. Outdoor is angling for organized advertising support right now.

• • • • •

Bulova's Ad manager Tad Jeffery has a magazine campaign scheduled for this fall that will take a big slice of his budget which formerly went almost entirely into air media.

• • • • •

Philco's dramatic price cuts on its washer-dryer and other appliances is backed with a substantially increased advertising campaign. The basic plan is to spend much more in measurable media via BBDO. Last year less than a quarter of the estimated \$20 million went into media.

• • • • •

Heublein's Maypo Oat Cereal character Marky Maypo may become a small boom a la the Davy Crockett craze using tie-up with toy and apparel manufacturers.

• • • • •

Six Month Floor Wax is using the same media strategy as Lestoil (TV spots expanded market by market) and sales may be as phenomenal.

• • • • •

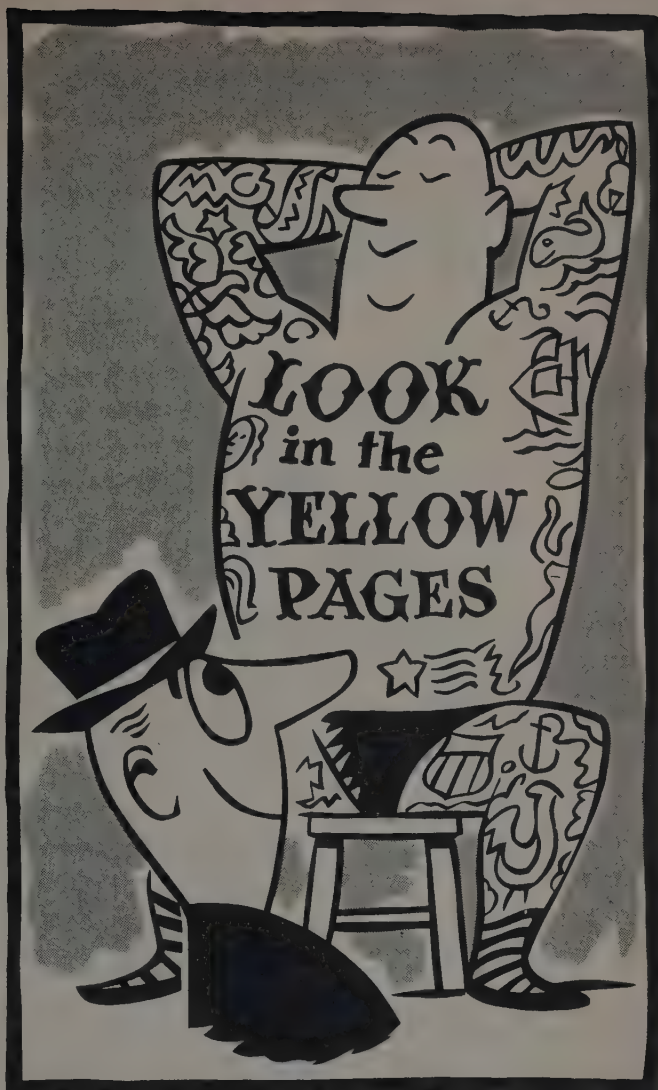
Chet La Roche's avocation, the Football Hall of Fame, will hold its first Annual dinner this fall and President Eisenhower may use the occasion for a major address.

• • • • •

New York restaurants have a cute trick for serving a very dry martini but it is cricket? They make a standard 3 to 1 bomb on the rocks in a very cold glass and carefully top it off with one teaspoon of straight gin or vodka.

• • • • •

Tape Recorder. E. J. Rowell, executive director of the National Dairy Council, belatedly submitted one of his Dairy Month promotion pieces, a nine-foot Purina tape measure used to gauge the weight of calves, heifers and cows. Girth measurement on one side is matched by estimated weight of the critters on the other. Tried it on one of the trapeze-clad office queens and got our ears slapped down.



LUKE'S NO FLUKE!

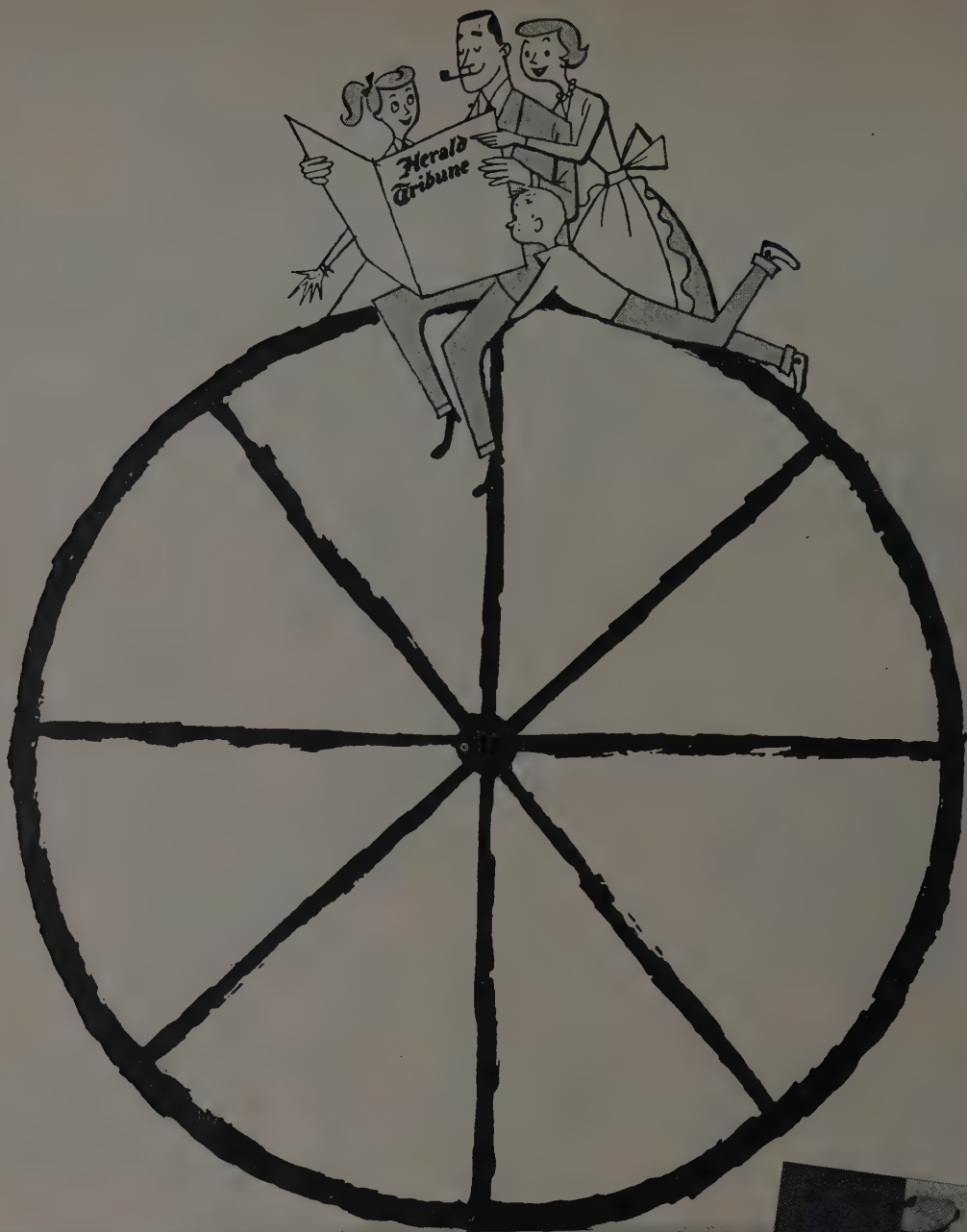
Have you visited Washington (D.C.) recently, read its newspapers, tuned in its TV programs? Then you can't miss Luke!

Not many people do, it seems. According to surveys, 72% of the folks in the Washington area remember this inquisitive seeker after a good buy. And the service he sells . . . the Yellow Pages of the Chesapeake & Potomac Telephone Directory.

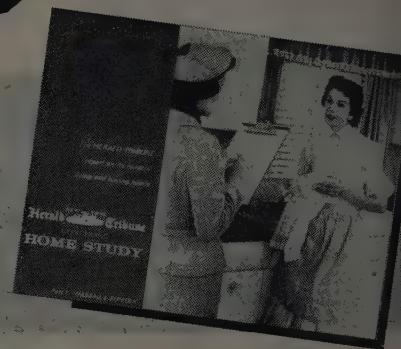
"Looking with Luke" is the copy idea developed for the advertising of The Chesapeake & Potomac Telephone Company of Washington, D.C.* All of it has a continuing goal—to remind telephone users of the many services of their telephone company.

* An Ayer client since 1945

W. Ayer & Son, Inc. Philadelphia • New York • Chicago • Detroit • San Francisco • Hollywood • Boston • Honolulu



MORE PROOF THAT THE TRIB MOVES THE BIG WHEEL FAMILIES!...



The new Herald Tribune Home Study on Long Island shows that 63% of TRIB families have incomes in excess of \$7000 a year . . . almost 30% exceed \$10,000 . . . and over 10% are in the \$15,000-plus bracket! These are the quality families that buy quantity . . . the families with more wants . . . more able and willing to buy. They're the big reason why the TRIB gives you more results per advertising dollar! Get all the details . . . get the top of the New York Market . . . get in the TRIB!



NEW YORK

Herald Tribune

TODAY'S VITAL NEWSPAPER

230 West 41st Street, New York 36, N. Y.

• A European Edition of the Herald Tribune is published daily in

October, 1958 • T

Survey of Media Buying Trends 1950-1958

- How many products have entered the market *and stayed* in the last seven years?
- Are national advertisers evolving new patterns of media buying?
- What are the trends in media spending by product group?
- Can you chart a company's sales successes from its advertising?

her in a series of Tide studies-in-depth for advertising executives

Permit No. 402

NEW YORK, N. Y.

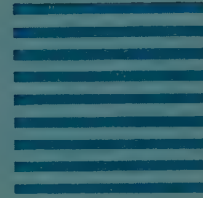
BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY—

TIDE

386 Fourth Avenue
New York 16, N.Y.



Will you
us bring
an even
better Tide

You can if you
clip and mail
this age-paid Tide
Questionnaire

—monthly report—

re-cap and forecast of the month's developments in advertising.

★ ★ ★

Among advertising agencies a year-long trend continues: mergers, mergers and still more mergers.

Eastern agencies snap up offices on the west coast.

Large agencies are absorbing smaller ones.

Medium-sized agencies join together to survive.

Some cases in point:

Lennen & Newell concluded a merger with Merchandising Factors in San Francisco and then returned to New York to take in C. L. Miller.

Burke Dowling Adams talked marriage with Perkins & Holden.

Charles J. Charney absorbed Carl S. Leeds.

Posner-Zabin joined hands with Loewy, Tempel.

The list could continue.

Management consultant Robert C. Durham says the number of agencies talking merger is, truth, staggering.

Considering mergers, he says are at least:

—16 of 32 agencies billing over \$25,000,000;

—28 of the 51 agencies billing between 10,000,000 and \$25,000,000;

—26 of the 57 agencies billing between 5,000,000 and \$10,000,000.

Mergers have become so prevalent that another management consultant, Ira Rubel, only

recently has set up a separate division devoted exclusively to arranging the deals.

Why the sudden spurt?

Durham's own organization provides a clue. Last month he, himself, merged with Frederic N. Dodge "to meet the demand for further services in the marketing area."

That ubiquitous indefinable, "the total marketing concept," forces more and more agencies to the merger stage.

Clients now demand their advertising agencies provide counsel the width and breadth of the distribution set-up: from the original concept to the retail sale.

Admen, in addition to the traditional "advertising" campaign, must advise on a new product and its name; on introduction and distribution; on how to stir jobbers and to incite the local store.

Only the largest of agencies can provide the full service; only the largest can afford the bill.

The smaller agencies have to consider merger to meet their client's demands.

Larger agencies, too, often have to merge. The "total marketing concept" calls for advertising agency help at the local level. The large New York agency must have outlets in the south, the midwest, the southwest and on the Pacific coast.

Simple economics declare it's cheaper to merge with a going out-of-town agency than to open a branch office hardly able to support itself in less than a year.

The "total marketing concept," of course, can not take all the credit or blame for merger moves.

Rising costs make advertising an expensive business, possibly too expensive for the one or two-account shop.

* * *

● The "total marketing concept" or whatever you want to call it, is also keeping accounts on the move.

Mennen has pulled \$3,200,000 worth of billings away from McCann-Erickson and its subsidiary, Marchalk & Pratt, and awarded the pack to Warwick & Legler.

Bon Ami, which went from Erwin Wasey, Ruthrauff & Ryan to Weiss & Geller only earlier this year, is on the move again. Cole Fischer & Rogow says it has the \$1,000,000 account now and is moving its office to New York's 445 Park Ave., the same building that houses Bon Ami.

Young & Rubicam takes Mrs. Filbert's margarine and mayonnaise and International Paper Co. consolidates at Ogilvy, Benson & Mather two accounts that had belonged to H. B. Humphrey, Alley & Richards and LaFond & Picard.

Leo Burnett has been named to handle advertising for Allstate's introduction into accident, sickness and hospitalization insurance.

* * *

● Some words of confidence on the advertising scene:

At least two agencies have taken a look into the future and returned with smiles.

McCann-Erickson, in a 31-page booklet entitled "The Turning of the Tide," says "the most prosperous year in American history lies just ahead — 1959."

Benton & Bowles prepared a three-chart presentation called "Perspective" to make this point:

"There have been twelve downturns since 1897. Only one lasted for more than a year. Only three represented a decline over 6% . . .

Of the four downturns since 1941, three have been virtually halted by the third quarter. The fourth, the current downturn, appears to be following this pattern."

* * *

● Names may make news but advertising agencies make vice-presidents. Here are the latests:

Young & Rubicam named five: Hadley Atlas, Jesse Bickmore, Layng Martine, Frank Yahne and Charles Young III.

At Norman, Craig & Kummel: Walter Tibbals; at C. J. LaRoche: John Graetzer; at Paris Peart, two: William James, and George Gibson; at Grey: Walter Grosvenor.

Elevated to one of advertising's key posts, Robert L. Foreman, already executive vice president in charge of plans board, to head all creative services at BBDO. Foreman takes over as boss of all copy, art, television, radio and public relations.

* * *

● Pepsi-Cola has launched what probably radio's heaviest saturation campaign to introduce the nation to its new "Refreshment" jingle.

The bottler is buying a phenomenal 498,000,000 commercial minutes on the ABC, CBS, Mutual and NBC networks for the push.

Explains Pepsi ad vice-president John Soughan: "We can think of no more effective medium through which to present it than radio."

The Gas Appliance Manufacturers Assn. has decided to triple its ad budget next year and spend a record \$30,000,000 for local advertising and promotion.

Bulova Watch is moving into magazines "on a major scale" in a pre-Christmas push via Ebony, Life, Look and Satevepost.

The Institute of Life Insurance will place ads in 570 newspapers in the "largest newspaper advertising campaign in [its] 20-year history. The push starts this month and carries through next May, with insertions also planned for Newsweek, Time and U.S. News & World Report.

* * *

● Two breweries are reshaping their merchandise

ing efforts in the wake of the acquisition of
atz by Pabst.

The Pabst Brewing Co. has created two new
ce-presidents to handle a stepped-up drive for
e consolidated firm. Theodore Rosenak was
amed advertising vice-president and Rocco
unino sales vice-president.

And Miller Brewing Co. has revitalized its or-
ganization by naming Edward Ball to the new
ost of director of advertising and sales promo-
on and Francis Beudert to new job of manager
f sales planning and market research.

* * *

Some words of advice come from the Assn.
f National Advertisers on how to choose men
nd women for company advertising posts.

Says the ANA: "The general belief that high
salaries necessarily attract and hold good em-
loyes is only a half truth.

"One executive reported that within the year
ree of his key advertising people had declined
ffers which would double their immediate
salaries."

The explanation, according to the ANA in
s "Advertising Personnel Management":

"Present employes place more weight on
quity and consistency of salary levels within
e company than on comparative salaries out-
de the company."

The personnel study is Volume VI of the ANA's
etter Advertising Management series. The last
ook, "Evaluating Advertising Effectiveness,"
ill be published soon.

* * *

Along media row, promotions, new cam-
aigns are making news.

ABC-TV, will spend about \$1,000,000 this fall
the web's "largest and most comprehensive
dvertising and promotion campaign in its
story."

The campaign, via BBDO, will be pushed in
ewspapers and magazines and will be backed
o with on-the-air promotion using trailers and
des.

"We hope to entice a reader of a newspaper
to turn to the ABC channel because of the con-
tents of our advertisement," explains promotion
director Dean Linger. The approach definitely
will be "hard sell."

Another major promotion effort comes from
NBC Radio. The network is distributing a 16-
page brochure replete with what NBC terms
"TESTED abstract art to evoke the mood quali-
ties the copy speaks about."

* * *

● NBC-TV has taken a firm stand against triple-
spotting by affiliates. The network has proposed
a new contract amendment barring its affiliates
from clipping the end of web programs to get
additional seconds for a third station-break
sponsor.

The network now is working up an aural pres-
entation including "music that sounds like the
art feels."

* * *

● The radio industry, silent on its sponsors since
TV started taking them away, again is opening
its books for advertising studies.

The Radio Advertising Bureau, already at
work on network sales, now is compiling data on
how advertisers place their spot radio buys.

Using the second quarter of 1958 as a base,
the RAB finds the biggest buyer of spot radio
programs in the United States is surprisingly, not
a national concern, but a regional beer house:
Lucky Lager Brewing Co. of San Francisco.

Shell Oil; Fruit Industries (Tropicana juices);
Scandinavian Airlines, and, another surprise, the
International Union of Electrical Workers, place
next in program buys.

* * *

● New faces in broadcasting jobs:

Matthew J. Culligan is the new executive vice-
president for NBC radio and P. A. Sugg is the
new executive vice-president bossing the net-
work's owned stations and spot sales.

At ABC, Julian Bercovici has been named
executive producer for television.

Robert W. McGredy is the new national television sales manager for Westinghouse Broadcasting Co.

* * *

● What's happening in print media?

The magazine business has something of a hot potato on its hands.

The Magazine Advertising Bureau retained Nowland & Co. (the Port Chester, N. Y. management consultant) some time ago to do some different kind of work for the business. The results are now complete, but there is considerable difficulty (and some dissension) about what to do with them.

The investigation consisted of lengthy interviews with fewer than 100 of the very top people who control advertising budgets. The sample is big enough, but by the very nature of the interviews (a kind of "how do you feel about magazines?" approach), the results are misleadingly negative.

The study turned up three main areas of great concern to the industry:

— A lack of conviction among many advertisers and agencies that magazine advertising actually sells goods.

— The evaluation of media by many agencies on a purely numbers (or slide rule) basis.

— What the report calls an irrational, emotional commitment of many advertisers to television.

The publishers are getting what they wanted, i.e., an objective appraisal of advertiser attitudes. So they can pinpoint their problems and set about solving them. The Nowland report indicates that advertisers and agencies alike have a high regard for the medium, but are disappointed that it hasn't sold itself better as a "selling medium."

There will be more research from MAB and more promotion next year as a result. It appears that the magazines are at last competing with other media instead of among themselves.

The Satevepost has recognized the liquor industry and the liquor industry has been quick to reply.

The nation's oldest magazine, in a terse statement by Curtis President Robert E. MacNeal let down a bar erected in 1897 and announced alcoholic beverage advertising now "will be accepted in The Saturday Evening Post."

Within two days after the word, liquor houses clambered aboard.

Old Grand-Dad and Bacardi scheduled black and white ads for Oct. 4 and Four Roses took the first color ad with an insertion scheduled for Oct. 11.

But even with the Satevepost's decision that liquor advertising is "compatible with the viewpoint of the vast majority of its present and potential audience," there are still more than 10 popular national magazines where the dries apparently, still outweigh the wets.

At the Curtis shop itself, liquor ads still are barred from the Ladies' Home Journal.

Also prohibiting alcoholic beverages are American Home, Better Homes & Gardens, Good Housekeeping, Household, McCalls', National Geographic, Parents' Magazine, Reader's Digest and Woman's Day.

* * *

● The ANPA's Bureau of Advertising has come up with some more statistics designed to show newspapers advertising is more effective than network TV.

According to the B of A, it costs an advertiser \$54,427 to get a 600-line newspaper ad into 37,872,000 homes. A "typical" half hour network TV show costs \$84,000 to reach 7,854,000 homes.

In cost per thousand "noters," again according to the B of A, the newspapers really shine. In newspapers, the per thousand cost is \$5.52 compared with \$7.63 for 1,000 viewers — an advantage of 38%.

Newspapers, in the study, show an advantage of 79%, when the cost of a 200-line ad is compared with the bill for a single minute of commercial. The Bureau puts the 200-line cost per thousand at \$2.74 compared with \$4.91 for the TV plug.

Is \$17 too much to pay for one sales call?

ot if you get your money back — with a profit. But
day, with selling costs coming in for close examin-
tion \$17 seems a hefty cost-per-call.

particularly when you realize that the average indus-
trial salesman calls on only five companies a day.
Simple arithmetic shows he's lucky to reach three key
men in 300 accounts twice each year.

he big job is to make sales calls more productive, to
get more results from salesmen.

in the \$130 billion Metalworking market, for instance,
there are 13,000 plants with over 50 employees. Even
with a top sales crew, an industrial supplier has trouble
getting into each of these key firms. And it's almost
impossible for him to reach all the men who must say
"yes" for the order.

ut we're working with these men every day. As a
publication for production engineers and executives
in Metalworking, American Machinist is accepted as

a "tool" of their jobs. And these are the very men
that your salesmen want to see and sell.

Advertising in American Machinist is a simple,
straight-line way to get greater results from your
costly investment in direct selling.

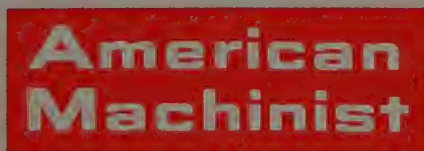
In American Machinist's solid-production editorial set-
ting, advertising pre-sells your product to technical-
minded (and hard to reach) production men. Specifi-
cation and application copy is at work before, between
and after your salesman's calls.

Thus, calls are made more effective, selling time more
productive. Costs go down because salesmen are
closing sales — the job they're best designed to do.

This idea isn't new. It's just a timely reminder that
this is a good time to increase sales efficiency in Metal-
working by increasing your advertising to the men
who make the buying decisions in this major market.

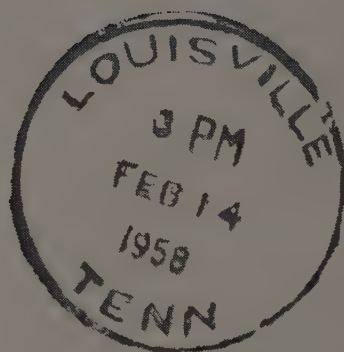
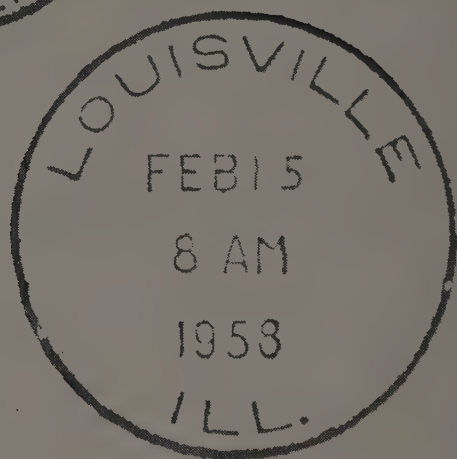
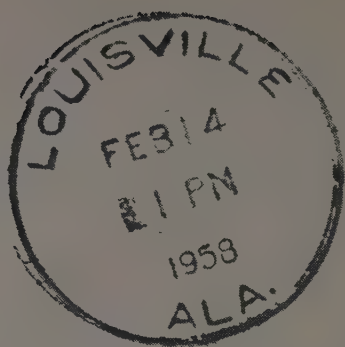
McGraw-Hill Magazine of Metalworking Production

330 West 42nd Street, New York 36



The postmarks are actual reproductions

Ladies
in Louisville
prefer Grit to
the LHJ



It's a rare lady from Louisville, Ky., who has ever heard of Grit—but the ladies in Louisville, Ala., Ill., Kans. and Tenn. live by it! They are small towners, you see, and in their neighborhoods Grit outsells even the Ladies' Home Journal.

Grit fits perfectly into national consumer campaigns. With 59% of its 900,000 circulation concentrated in towns of 2500 and fewer, Grit helps you correct the metropolitan bias of most mass media . . . helps give you *balanced national*

coverage. And it will cost you only 2¢ or less of your advertising dollar for a sustained courtship of these lovely small town ladies and their heavy pocketbooks. Closing is just 10 days prior to the Sunday masthead date . . . you can start right away!

Grit Publishing Co., Williamsport, Pa. • Represented by Scola Meeker & Scott in New York, Chicago, Detroit, Philadelphia and by Doyle & Hawley in Los Angeles and San Francisco



TIDINGS

Billings

Who among us, we wonder, can be so callous as not to react with tear-stained eyes when we learn a family has been reunited after years apart? Deny it we may try, but all of us know of the emotion that wells within us when we learn two brothers or two sisters or, happily, a mother and child are come together after years of separation.

Such is now our joy.

We have learned the Smith Bros., Trade and Mark, in a bow to Togetherness, are now side-by-side on their package of the new assorted fruit cough drops after a heart-rending separation of 112 years.



Keep Smiling

We had no sooner finished reading Paul Jacobs's "The most Cheerful Graveyard in the World" in a recent issue of THE REPORTER than we received further evidence of what he was talking about. Jacobs wrote definitively on Forest Lawn Memorial Park, its founder "Digger" Eaton, and how a common burial ground was merchandised into one of America's greatest show places.

Hard on the heels of this intelli-

gence we received a press release which began: "A mortician in Cedar Rapids, Iowa, has decided that it will pay to advertise on TV. Beginning September 15, the Turner Mortuary Parlor there will sponsor 'Danger Is My Business,' a CNP telefilm series depicting 39 of man's most perilous occupations."



Sad talk

Awhile back we saw the results of a survey of 1,067 high school and college students who were asked what they think of the advertising and public relations fields by Eugene Gilbert and Co., a research firm specializing in the teen age market.

Some typical comments are reported here with a bit of sadness.

"I'd rather be a gangster than an advertising executive. At least you know you're working against the law. In the ad business you never know where you are."

"I worked two summers as an errand boy in one of the big agencies and the things that went on there I couldn't write in this questionnaire."

"If an advertising man offers one suggestion; he's warned; if he offers a second, he's fired."

Or, as one boy puts it: "Public relations men make good money. That's for me."

Something of value

South Africa has always been darkest Africa to us, especially on the advertising scene. But a recent U.S. visitor changed our views without resort-

ing to Mau Mau tactics. He's E. O. Stratton-Christensen, director of AFMAL (African Amalgamated Advertising Ltd.) and we were introduced to him by his American PR representative, Carl Erbe, behind a potted plant at Manhattan's Plaza Hotel, perhaps a fitting setting.

Christensen's suave demeanor reminded us more and more of Madison Avenue than of Johannesburg. Words and phrases such as "guys" and "across the board" interspersed his exposition of how advertising in South Africa measures up.

"We've got about 42% of all the billing in the territory," Christensen explained, "and about our only U.S. competition is with the Walter Thompsons. Ours is actually a holding company, with the branch offices being subsidiaries. I hate to sound conceited, but I think we're a cut above the British agencies."

In all there are 21 agencies in South Africa, but it looked to us as if Christensen's must be the leader in creativity as well as billings (3,500,000 pounds sterling or about \$11,000,000 U.S. dollars).

He showed us a promotion book for the holding company that he's whipped together in only six weeks. Called "This is Africa—Now" it was a thoroughly slick job in the best American tradition, from tight copy to sparkling photos.

About 550 people work for the company, which lists among its clients: General Motors, Johnson & Johnson, KLM, Nestle and Schweppes. Christensen's theory on why AFMAL is so successful vis-a-vis Madison Avenue is predicated on the point that the U.S. age of specialization has resulted in inefficiencies which South Africa can't afford. There's not as much

depth of talented personnel as in the U.S., he argues.

Consequently, says Christensen, "Our people must produce quality advertising, in volume, in a very short period. In fact, the few people we've had come over from The States couldn't, in most cases, stand the pace."

Other noticeable differences between advertising on the two continents are primarily organizational. For example, a South African agency must handle competitive products because there aren't enough good agencies to go around. Christensen explained how it works by saying, "Our group system is so complete that it runs from the contact department through the whole agency structure including the production department."

This situation stunned us almost as much as the revelation that in South Africa, until just recently, there was a fee charged a client who requested a speculative presentation. "Such arrangements are government controlled," said Christensen.

Christensen himself is an interesting study. He started his business career with Reuters, the British news service. From this vantage point he worked into advertising agency work, newspaper space sales, and then sales with General Motors, which he left in 1947. Most of this work was in the Far East in Shanghai and Singapore.

Perhaps the most fascinating bit of lore on Christensen is that during World War II he was the captured officer in charge of bridge construction on two bridges in Burma which later were fictionalized as "The Bridge On The River Kwai."

"In my particular experience," says Christensen, "the Jap was the good guy and the chap who was played by Alec Guinness was a man I almost had to courtmartial."



Jabberwocky

No less susceptible to the finer things in life than most people, we recently jumped with joy at a letter informing us that we are possible heir to the \$50,000,000 estate of one Angus Busch, British shipping magnate who died intestate during an air raid on London in 1942.

The notice, written in seemingly authentic legal jabberwocky on the letterhead of the International Bureau of Lost Heirs, announced there are certain findings to strongly indicate we "may have remote, nevertheless lawful, kinship to the deceased."

Enticed by the letter's offer of an immediate, all-expense paid flight to London, we seriously considered packing our toothbrush till we noticed, with considerable trepidation, that Uncle Angus's \$50,000,000 had been dwindling through the years due to such nuisances as taxes and legal fees. When some quick figuring showed that \$49,999,999.90 had been lopped off, we sort of got the idea someone was pulling our leg.

Further reading confined our suspicions. "You still have ten cents from the fifty million," smirked the letter. "Use it now! Slip it into the telephone, dial CI 7-2700 (Hotel Warwick, N.Y.), ask for Bob Sande or Larry Greene, yep . . . Sande and Greene, the greatest, most creative jingle soothsayers in the U.S."

We immediately invested what remained of our fortune and called Messrs. Sande and Greene to ask what's the idea? Mr. Sande shyly admitted the whole thing was just a publicity gimmick which he and his partner, in from Los Angeles for a week, were hoping would drum up a little business from the ad agencies.

The letter, it seems, is the brainchild of Greene and Sande's L.A. publicist, Jay Faggin. Both the International Bureau of Lost Heirs and the late, lamented Mr. Busch are nonexistent.

When last heard from, Messrs. Greene and Sande (who claim they "helped Paper Mate sell out for twenty million") were wending their way back to the coast after getting "some very interesting reactions from the agencies."

Stet

We recently saw the September issue of the Society of Artists and Art Directors bulletin, SAAD News. We describe it herein without comment because frankly we're at a loss for words.

The bulletin's motto is "Onward to Oblivion" and its price: "You've got to win it—it's too high to buy." A line under the logo observes "Whether you're rich or poor, it's nice to have money."

Page two includes an ad and some testimonials for a documentary film on Picasso, an ad for a company that signs off "Typographically Yours, Walk-up Typesetting Co.," a block of white space labeled "white space" and a bit of homespun philosophy: "If the bees ever find out what I found out, the flowers are through."

Page three carries an ad for a print shop advising to "Live Modern" and a message from Les C. Kouba, SAAD's new president, who outlines the so-

ciety's future activities and promises the members a questionnaire which will give them an opportunity to voice their opinions on "art shows, no luncheons, activities such as parties, outdoor sketching, 'night figure classes, Oh Boy!' bowling, golferoots."

The assortment on page four consists of a personal news column and a variety of ads, one of which, for "Studio One," says "You auto buy and work."



Smoke signals

The latest item to go on the court is the cigar. The headshrinkers in this case are the American Cigar Institute and its PR firm, Lynn Farnol. They recently completed a study of the first cigar experience of 1,000 men.

David Mayer, head of Mark Psychology, a company espousing the motivational research technique, looked over the results of the survey and comments soberly: "The first smoke, the first cigar, is an event which assumes a great deal of importance in the life of many men," says Mayer, "for it is a sign of manhood."

"It is no coincidence that the cigar is associated with becoming a proud papa. They are related crucial events, and both mean a lot to a man who wants to take pride in being a man."

Among the reasons given for trying the first cigar, 49% of the 1,000 men surveyed say curiosity. The second biggest reason is the "sturdy masculinity" of cigars and the third was admiration of another cigar smoker, often the man's father.

First cigar smoking, says the Cigar Institute-Farnol study, is indisputably connected with being a man. "The occasion of the first cigar had a fairly uniform pattern," reports Farnol.

"Almost every instance involved the company of other men in 'a manly world,'" with the list of occasions where the first cigar was smoked headed by "after dinner," "at a party," "in the armed forces" and "in secret."

We can hardly wait for what the researchers find out about the second cigar.

Fourth Quarter Outlook For ad Budgets

What industries are, or soon will be, building up inventories large enough to warrant increased advertising budgets? Here's the answer in the special quarterly survey prepared by Tide's Economic Consultant, Dr. Peter B. B. Andrews.

40

Industries at a glance

Ad budget increases in . . . next 3 month

**EXTRAORDINARY
INVENTORY INCREASE
REQUIRING
MORE THAN 10%
AD BUDGET INCREASE
OVER THE SIMILAR
PERIOD
LAST YEAR**

Autos
Building materials
Chemicals
Clothing (children's)
Clothing (women's)
Electrical industrial machinery
Farm machinery
Heating & plumbing equipment
Paper & related products
TV & radio
Tires & inner tubes
Vacuum cleaners
Washing machines

**LARGE INVENTORY
INCREASE
REQUIRING
5% TO 10%
AD BUDGET
INCREASE
OVER THE SIMILAR
PERIOD
LAST YEAR**

Bottled soft drinks
Cigarettes
Clothing (men's)
Confectionery & related products
Dairy products
Foods (canned)
Gas & oil
Liquor
Luggage
Meat products
Medical instruments & supplies
Office machinery
Photo supplies
Plastic materials
Refrigerators
Sewing machines
Sporting goods & toys
Watches & clocks

**NORMAL
INVENTORY
REQUIRING
3% TO 5% AD
BUDGET INCREASE**

Beer
Biscuits, crackers & pretzels
Bread & related products
Foods (frozen)
Footwear
Jewelry
Sugar
Toothpastes & mouth washes

next 12 months

Autos
Building materials
Chemicals
Clothing (women's)
Electrical Industrial machinery
Farm machinery
Heating & plumbing equipment
Medical instruments & supplies
Paper & related products
Plastic materials
Primary metal industries
Refrigerators
Sporting goods & toys
TV & radio
Tires & inner tubes
Vacuum cleaners
Washing machines

Biscuits, crackers & pretzels
Bottled soft drinks
Cigarettes
Clothing (children's)
Clothing (women's)
Confectionery & related products
Dairy products
Gas & oil
Luggage
Photo supplies
Sugar
Toothpastes & mouth washes
Watches & clocks

Beer
Bread & related products
Foods (canned)
Foods (frozen)
Footwear
Jewelry
Liquor
Meat products

Expansion and production plans for the fourth quarter, as well as inventory changes ahead and potential demand, point to the need for the heaviest fourth-quarter advertising volume in business history.

A minimum 7% increase in overall national advertising expenditures will be necessary to move properly the existing large inventories and projected output of factories in the coming quarter.

You will note quickly that the industries requiring the greatest increases in advertising in the next quarter are autos, appliances and industrial equipment. Moreover, these same industries will require continued heavy advertising in the next 12 months.

Under the influence of production cutbacks and relatively large advertising expenditures, inventories were reduced in the first half of this year at a record-breaking annual rate of \$9 billion.

Persistent, heavy advertising helped turn the tide in the recent recession, just as it did in the 1953-54 recession.

As advertising effectively performed its objective of moving goods, inventories shrank to a point where now shortages are developing as the economy and its needs expand.

A major expansion in inventories, therefore, is likely in the fourth quarter of this year. But to capitalize fully on the growing market and the rising ability of people to buy goods, the expanded output ahead must be accompanied by more advertising promotion.

The varying advertising needs according to individual industries are detailed in accompanying tabulations.

Importantly, the principal reason why the early-1958 sales decline was attacked with comparatively well-sustained advertising was management's growing conviction that good advertising is essentially an investment in the development of a market.

The basic reason for this view is the prodigious growth of the American market, with over three million consumers being added annually. That's like adding another Detroit and Cleveland to the market each year. ♦

Philco's design for new sales

Faced with saturation, price cutting and consumer apathy, hardly an industry today has more sales problems than the TV set business, particularly ailing Philco Corp. Here's why Philco's new TV set line may help rehabilitate the company and the industry.

This summer Philco Corporation announced an exciting new line of television sets to an industry in dire need of honest innovation.

Philco's Predicta line, which includes the first separate screen TV set in history and a picture tube that makes last year's tiny 110° one seem big by comparison, comes at a time when television manufacturers are wondering how much worse things can get.

Traditionally, the TV industry's biggest problem is that forced obsolescence fails to fool the consumer, who has consistently refused to swallow the few minor design innovations foisted on him by set manufacturers. Sametime, the industry's biggest rationale is an 86% saturation point. As of January, 1958, 41,800,000 wired homes in the U.S. were already equipped with at least one TV set.

Since 1955, when black and white TV sales hit a record high of 7.7 million units (\$1,745,212,000), it's been downhill all the way. In 1956 unit sales dipped to 7.3 million (\$1,403,530,000) and last year's showing was worse, with unit sales dropping to 6.5 million (\$1,235,000,000); and so far this year, sales

have slipped another 20%.

One small ray of light in the seemingly black picture is the steadily growing replacement and trade-in market. Replacement purchases jumped from 35.5% in 1952 to 59.4% in 1957. Trade-ins climbed even more significantly, from 12.3% in '52 to 36.8% last year.

Whether the Predictas can whet consumer interest and revive the industry no one, of course, can answer yet. Clearly, though, Philco itself has a great deal at stake in the new sets and the estimated \$2,000,000 it's earmarked to advertise them this season.

It's no secret that Philco has had a hard time during the past few years. From 1954 to 1957 annual sales volume hovered between \$350 and \$375 million. Profits after taxes for this same period have been notably erratic: \$6,769,000 in 1954, \$8,423,000 in 1955, \$567,000 in 1956 and \$4,363,000 last year. A comparatively startling \$1,442,000 loss is reported for the first six months of 1958.

Obviously, the Predicta is Philco's white hope, and acceptance of the line, says president James M. Skinner, Jr., "should greatly en-

hance our consumer goods position in the 1958-1959 sales season."*

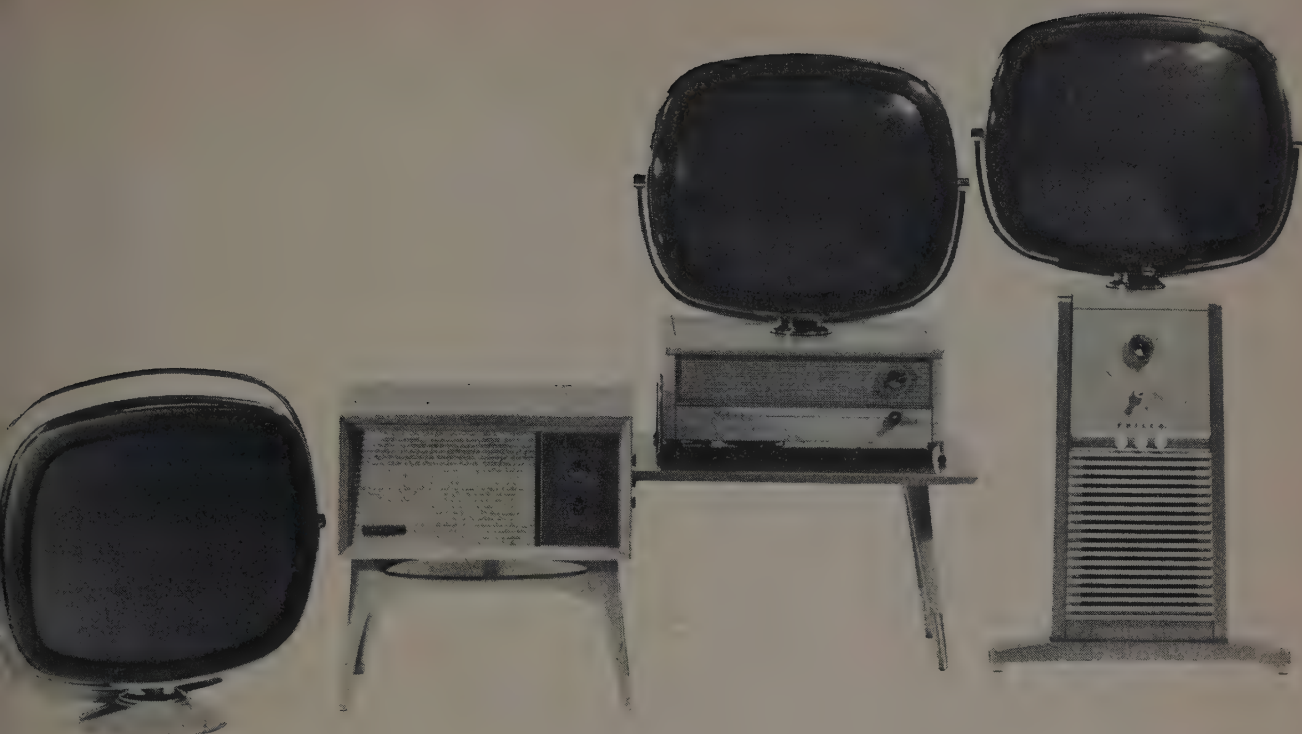
According to an article in August *POPULAR SCIENCE*, Philco actually launched its Predicta program two years ago: "They went along with the rest of the industry in 1957. . . . Meanwhile their designers worked overtime, racing the calendar to have their big dream ready for 1958."

Philco manager of electronic design Herbert W. Grosweiler, Jr. explains that '58 was set as a now-or-never deadline when the company concluded that another redesigned model would not warm the TV-shy consumer and, more important, improve Philco's sales situation.

The Predicta line was introduced to the public in three stages on the theory that a simultaneous splash might result in the models detracting from each other.

Thus the Predicta Pedestal, which features the screen anchored atop the chassis, was announced for the first time in July in news-

*Consumer goods account for 65% of Philco's business and are split about equally between electronics (TV and radio) and white goods. The additional 35%: government and industrial projects.



papers and magazines. The compact brief case portable debuted in print media in August. The separate screen Predicta was introduced last month on the Miss America TV show, with follow-ups currently running in *HOLIDAY*, *LIFE*, *LOOK*, *NEW YORKER*, *SATEVE*, *POST*, *SPORTS ILLUSTRATED*, *SUNSET*, and newspapers in 156 cities.

Philco advertising and sales promotion manager John E. Kelly outlines the three-step introductory approach to a menu—tempting courses, each served separately.

Significantly, despite the fact that Philco has the most spectacular TV ads the industry has seen in years, it isn't, as some experts expected, riding on an advertising binge.

The billing (in the hands of BDO) is not expected to exceed last year's \$2,000,000 in measured media (total company ad budget in 1957 was about \$20,000,000, with almost \$5,000,000 going into measured media).

Philco's current media strategy is essentially the same as always. As is its tradition, the company is sticking firmly to newspapers and magazines with the one-shot exception of last month's TV presentation of the Miss America pageant

which it's been buying regularly since 1954 to kick off the fall selling season.

The one media change is a return to network radio. This fall and winter Philco's three divisions—consumer products (including TV) TechRep,* and government and industrial—are jointly sponsoring half of each of Mutual's 11 All-Service 1958 football programs, with the balance of the time sponsored locally by Philco dealers and distributors.

The only major change in Philco's advertising strategy is the copy approach. Far less flamboyant than in the past, this season's TV copy dispenses with the usual glowing superlatives and glittering generalities. It is simple, factual, and wisely emphasizes the Predicta models' newness and their unique features.

One point stressed is size. The screens of the separate screen Predicta and Predicta pedestal models (see above) are almost uncannily thin, a feat made possible with Philco's new "S-F" (Special Form)

*This division is comprised of field engineers who serve with the armed forces and industry in the operation and maintenance of electronic equipment.

picture tube, which the company developed by flattening out and thus shortening the normally cylindrical cathode in the neck of the tube, and which it says it almost two inches shorter than any previously designed tube.

Similarly, size is the big selling point for the brief case portable which is a mere 11½ inches deep, 15½ inches high and 18½ inches wide.

Ads for the separate screen Predicta logically capitalize on its singularly unique feature: the screen can be carried 25 feet from the tune box. The copy pitch: "Keep the set beside your chair... put the picture anywhere."

In addition, Philco provides several varieties of table models and consoles ranging from \$189.50 to \$339.95. Though many include the S-F tube, these models are more conventional in appearance. Advertising will be in conjunction with the Predicta line—which is featured the most in all TV set ads.

Perhaps the strongest aspect of Philco's ad campaign is its retail tie-in program. This month, for example, 5,000 television dealers are dramatizing the separate screen

PHILCO CREATES WORLD'S FIRST SEPARATE SCREEN TV SET!



Philco Predicta line. Picture, audio, control and screen sections are separate. Screen picture tube separate and portable.

PHILCO

One step from the wall?

Predicta with window displays showing life-sized die cuts of a man and woman (same personalities appearing in print ads) watching the disembodied screen. Copy asks the shopper to follow footsteps into the store where the retailer has the separate control chassis on view.

Advertising and sales promotion manager Kelly offers a good explanation of why Philco considers such retail tie-ins essential. A recent company survey found that after display items were removed from store windows, unit sales at Macy's (New York) and Mandel's (Chicago) fell off 32% and 69% respectively.

There are a couple of reasons why Philco's Predicta line could conceivably not be the whopping sales success the company hopes.

For one thing, the new sets are comparatively high priced, a factor which some industry observers think may offset their advantages in the eyes of the consumer. The separate screen Predicta sells for \$329.95, the Predicta pedestal for \$259.95 and the brief case portable for \$179.95. This pricing puts Philco somewhat above the industry average of less than \$200 for all types of TV models.

Secondly, Philco's competitors are not napping.* Although so far none has come up with anything as revolutionary as the separate

*Industry insiders put Philco behind GE and RCA in dollar and unit volume. Immediate rivals are Admiral, Emerson, Motorola, Sylvania, Westinghouse and Zenith.

screen and the "S-F" tube, they are counteracting with some hard hitting advertising.

GE's "designer series" features a conservatively styled, slim (110° tube) table model and an assortment of portables. A budget in the neighborhood of \$2,000,000 spearheads the advertising and promotion theme: "Tomorrow is here."

RCA emphasizes control devices such as the "wireless wizard," an electronic remote control unit, and for one series of sets, a built-in clock and automatic TV timer (Telechron). In addition, RCA is advertising its full line of color TV units and will continue to use "split-screen" magazine ads—part in color, part in black and white—to dramatize the line.

Other competitors—Admiral, Emerson, Motorola, Sylvania, Westinghouse and Zenith—are, for the most part, plugging improved technical performance, control devices and cabinetry.

As for Philco's future, the industry is waiting to see if the public will bite. Philco, understandably unwilling to go out on a limb at this point, is even reluctant to test its new line radical. According to electronic design manager Grosweiler, while the Predicta line may be advanced in design, it is simply a forward step in the practical adaptability of a thin wall unit. "It is nothing more," says Grosweiler, "than applying a standard form—form follows function."

PHILCO'S BIG MANAGEMENT SWITCH

Philco's attempt to revolutionize the television industry comes in the wake of a dramatic company reorganization program. Like competitors GE and its Hotpoint subsidiary, Westinghouse and Whirlpool, Philco has backtracked on the theory of decentralized marketing and followed the return to tight centralized authority with a rash of resignations, promotions from within, new titles and elimination of some old ones.

The move toward tighter control began in April, 1956 with the resignation of president James H. Carmine and the appointment of James M. Skinner, Jr. Perhaps it is no coincidence that Skinner was head of the television division. Soon after he assumed the presidency, things began to pop.

- Philco's board membership was cut from 22 to 13.
- Product sales managers were eliminated and replaced by area sales managers who report to a general sales manager of all consumer products, a newly created post.
- TV production was consolidated in a smaller area in Philco's main Philadelphia plant.
- A central warehouse in Elizabeth (N.J.) was set up to handle stock for four middle Atlantic distributors.

This June, Philco reorganized its consumer products division by separating the manufacturing function from sales, marketing and merchandising. Under the new set-up, the sales and marketing group actually buys merchandise from the manufacturing group, with each responsible for its own profits and loss showings.

Despite this separation of function, the consumer products division felt the effects of centralization fever. In complete charge of the entire division is vice-president and general manager Larry F. Hardy (a new post), formerly executive vice-president of the division.

Reporting to Hardy are: marketing vice-president Henry E. Bowes; vice-president of product development and planning for appliances Harold W. Schaefer, upped from vice-president and general manager of appliance division; vice-president of product development and planning for electronics Armin E. Allen, formerly TV product manager; vice-president of electronics operations E. S. Brotzman, promoted from manager of TV operations; and vice-president of appliance operations William A. McCracken, ex-Philco manufacturing manager of home and auto radios.

Reporting to marketing vice-president Bowes is marketing manager John A. Rishel, Jr., formerly general manager of the refrigeration department.

In addition, Philco created two new staff posts, with Gibson B. Kennedy as general sales manager of all consumer products (formerly sales manager of TV division) and James J. Shallow as general manager of merchandising for the marketing department (formerly general manager of the home radio division). Both report to Bowes.

Is it better to sell dreams or facts?

This month Mr. Seldes examines what those selling the mass market and those selling specialized markets can learn from each other.

by gilbert seldes

For well over five hundred years the mind of the western world was dominated by a man who, everyone believed, knew all the right answers. We know now that his distinction was even greater: he knew the right questions. If I thought I could become the Aristotle of the advertising business I would concentrate on questions and expect, posthumously, an equestrian statue in the middle of Madison Avenue.

I am going to ask, rather than answer, questions this month, hoping they'll be the right ones, and I shall follow Aristotle in another respect.

I am going to write about things everyone knows — commonplaces and platitudes — intentionally because I believe people often forget what everybody knows, so that this universal knowledge needs to be re-examined to make sure that we are drawing the right conclusions from our everyday knowledge.

The subject is special advertising, advertising of such commodities as intricate chemicals and instruments, of medicines to doctors and machinery to industry. Everyone knows that such advertising differs from a sales-pitch for a othpaste on television and everyone "knows" why. My questions will be how they differ and what the kind can learn from the other

and whether there isn't a second why hidden behind the familiar one.

Here, for comparison, are portions of two ads. The first is from an Eastman Kodak subsidiary.

"SAIB has a viscosity of 100,000 cps at 86°F. Add 10% ethyl alcohol, making SAIB-90, and the viscosity drops to 700 cps. Any of the commercial lacquer solvents thins it similarly."

The second from Ford:

"You've driven this new 4-passenger Thunderbird convertible many times — in your dreams.

"Now it's really here — and several light-years ahead of anything else on the road."

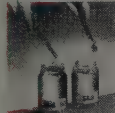
I haven't any idea of what the first ad is selling but I have an absolute conviction that it is telling the truth. I know exactly what the second is selling although I know

Is it a question of faith vs. falsehood?

Kodak reports on:

regarding the legend, but first established... how to get started right, or even wrong... the rest of the ad is a detailed explanation

SAIB



SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

regarding the legend, but first established... how to get started right, or even wrong... the rest of the ad is a detailed explanation

Special vacuum products

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

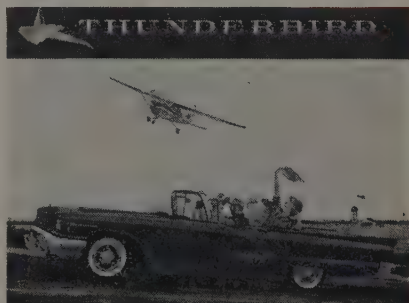
SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.

SAIB and SAIB-90 are the two most important lacquer solvents in the world. They are the only ones that will dissolve the most difficult lacquer resins.



Another first from Ford—the incomparably exciting new Thunderbird Convertible!

Two magnificent engines—the standard 200hp and the new, optional V8—make this the greatest of performer cars ever handled—here now!

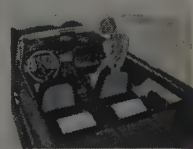
Yes, it's a 4-passenger Thunderbird convertible with a new 4-door hardtop.

Now it's a 4-door Thunderbird convertible with a new 4-door hardtop.

Now it's a 4-door Thunderbird convertible with a new 4-door hardtop.

Now it's a 4-door Thunderbird convertible with a new 4-door hardtop.

Now it's a 4-door Thunderbird convertible with a new 4-door hardtop.



Thunderbird's new interior—soft, supple, and comfortable—makes it a car you'll want to drive every day. The new 4-door hardtop is a real beauty, too.

that it contains one gross exaggeration and one downright falsehood.

The exaggeration is in the single word "you" which may mean "everybody" or me, the reader — and as I, the reader, never have done what the ad says I've done, the statement is exaggerated in either meaning.

As a light year is (according to a learned friend of mine) 365x24x60x60x186,000 miles, I think the second Ford statement passes from the stage of exaggeration into that of statistical falsehood, without moral implications of course.

The real question is why would most people have implicit faith in the Eastman statement and, with no reason for faith in Ford's still accept its meaning. The scientific jargon isn't enough; it is used in both.

The answer, I think, comes from the nature of the audience to which each of the ads is addressed. The Eastman ad is meant exclusively for those who will understand it and who could, if necessary, check its accuracy.

The Ford ad is addressed to everybody with the assurance that nobody would dream of checking it. One is to be taken in by that portion of the mind which deals with facts, the other by the imagination or, if you are being high-minded, not by the intellect at all, but by the emotions.

These are the platitudes from which a few consequences may be drawn. One is that both of the advertisers have to make good on what they say and it is well to note that Ford has the more strenuous job.

SAIB, whatever it is, must meet specifications; the Thunderbird has to meet un-specifications, dreams. And this I think leads to a conclusion which may be of use to advertisers and copywriters, although it may be useless to consumers:

SAIB is advertising what it is selling — Ford is advertising one thing and selling another.

No moral judgment is involved. That comes a moment later. The enthusiastic observer or practitioner of the art of advertising who cries out, "We're not selling them face cream, we're selling them youth and glamour and hope" is as honorable as the copywriter for SAIB's

viscosity if he delivers what he sells.

If I get the drift of Martin Mayer's argument (in MADISON AVENUE correctly, he feels that the advertising *adds* the glamour so that the customer actually gets it.

It is my judgment that the ad extracts it from the product—if the product has it—and only in that case justifies itself completely. The ad for Thunderbird sells, in effect, a dream-car, perfection, a total satisfaction and — allowing for the accepted imperfections of human beings — presumably delivers these things in such a high degree as to ward off disappointment.

Let us approach our next ad as a problem. The actual commodity

A grainy surface giving skid resistance. A light color for better visibility at night.

And a life-expectancy of 50 years which makes this material "the pavement of tomorrow" — suitable, I should judge, for the Thunderbird several light-years ahead.

The decision to build roads made in town-meeting or in Congress. The specifications are drawn up by engineers usually on public payrolls.

If you were taking an ad in a multi-million circulation magazine your purpose would be to get the citizens to vote YES on any proposed road-building. Your appeal would have to be broad. You would know that the average movie-T

"Father knows best...this new-type, sound-conditioned concrete means more family fun and driving safety!"

See ROBERT YOUNG, voted film actor, size of 100-100. Father knows best!

"The young man who changed the concrete..."

Portland Cement Association
A national organization - 535 North Dearborn Street - Chicago 10, Ill.

NEW-TYPE Concrete

From the concrete to the abstract

for sale is a new type of concrete for highways.

Here are a few of the qualities you can advertise:

Safety
Smoothness
Quiet

Before choosing which one to emphasize, you are entitled to know how each is built into the road. For instance:

No joints — only tiny sawed-in cushion spaces you can't feel or hear.

"Air-entrainment" — billions of microscopic bubbles — so that the surface doesn't roughen after freezing or de-icing.

A specially designed sub-base — laid flat this pavement *stays* flat.

star is no more respected as an authority on concrete than the average philosopher, but if you could get a star who somehow was connected with the cozy simple idea of American family life, you'd be justified. Ozzie and Harriet? Or, say, how about Robert Young — after all, in voting it's usually the man of the household who makes the decision — Father Knows Best. What a tie-up!

Get Robert Young to endorse "this new-type sound-conditioned concrete" because it means "more family fun and driving safety" and with him at the wheel, show your family having fun — at a picnic twenty feet away from a divided four-lane highway.

But that isn't your problem. You're advertising this concrete in *FORTUNE* magazine to businessmen and technicians, right along with the ads for structural steel and ball bearings and a new philosophy of the flow of information in big industry. Sure, they're human, too, so far as we know, and have families, but right now we've got to give them something special — perhaps about the real novelty — the way the ad-noise — which fatigues the driver — is eliminated.

The problem was solved for Portland cement in a simple way. The ad was precisely the one I've described above. By a sort of professional pun, the concrete was translated into the abstract.

with connecting arrows indicating flow. This, I take it from the text, simulates "a firm's internal structure, including production planning, production error-sensing and error-correction, through a system of decision centers interconnected by a communication network."

I do not for a moment pretend that I took in everything this sentence said the first time I read it. For one thing, I didn't know that "error-sensing and error-correction" were fields of study in big corporate structures.

But I do say that this is admirably clean copy and that the cube-illustration — without lettering to identify "President," V.P.-Error Division, and so on, is exactly right

the ads which I have described.

Clearly one question is whether general advertising can learn anything of importance from specialized advertising. Another is whether special advertising hasn't (as in the Portland case) been over-influenced by the techniques of mass-circulation (Another striking instance of this, *FORTUNE*, is an ad for group insurance which leads off with a picture of a telephone instrument above a package of Tums with, in between, the question "What makes these alike? Ans. Workers connected with each enjoy group insurance.")

The best type of special advertising gives the impression of absolute truth because most of us feel that no one would dare to publish specifications that aren't exactly right while a great many of us sense — perhaps subconsciously — the fuzz that surrounds "preferred by five out of seven." Question: can doses of literal truth be imported into picture and copy which advertises the Fountain of Youth when it is selling a tube or a jar?

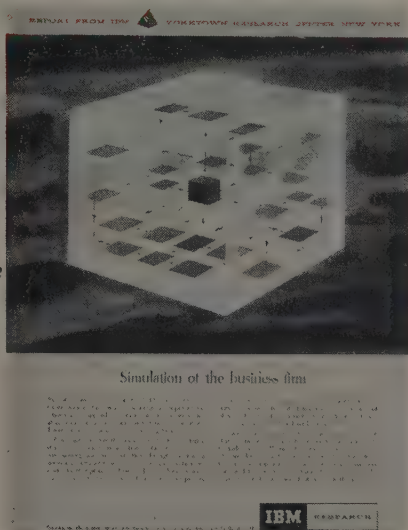
I put these as technical questions. My moral sentiments are suggested at the beginning: if the advertising alone adds the ingredient that clinches the sale, something's wrong. Something's particularly wrong not with the advertising, but with the product.

And this is a question for the advertising business to consider, starting with the proposition that you *can* advertise one thing and sell another. The industry, as a whole, believes that advertising sells the product.

If it turns out that advertising is selling only an added something, the producer may become skeptical. He may say, let's see whether we won't do as well advertising the *essential* thing we sell. And from that it is only a short step to saying "maybe the product is doing a hell of a lot of selling-itself!"

These are subversive words. They may occur to someone who will make a study of commodities which have sold themselves, with little or no advertising, in the past — coupled with a study of those conditions which might make self-selling possible again. Respectfully submitted to the researchers at IBM.

. and back again to the concrete



Take the opposite case and start, this time, with the solution. IBM is advertising *projects* which "begin" to reveal the *kind of* assistance that may be expected from the use of simulation methods to study business." The modesty of the offering is apparent in the words I have emphasized.

Part of the problem is that IBM, like myself, has discovered more questions than answers. The major problem, however, is that we are dealing with an abstraction, a whole series of abstractions in fact, and have to concretize them.

The method chosen is the use of a transparent cube with a solid block at its center and flat surfaces of varying grays at different levels

for its purpose. And what is the purpose: to let a few people know that IBM is doing some work which "May lead . . . to the development of a new branch of economic theory."

A footnote in a single line invites the readers of (*SCIENTIFIC AMERICAN*) to "investigate the many career opportunities available in exciting new fields at IBM." I am more inclined to do this than to buy a Thunderbird — neither being precisely within my area of present activity.

I said at the beginning that I was hoping to frame the right questions and I have intentionally left out the question marks — they are subliminally conveyed throughout

Since mid-1956 prices have risen steadily at a rate of 3.6% per year, with little relief even during the recession period when, starting in September, 1957, they've climbed at a rate of 2.6%.

Worse yet, many economic experts predict an even sharper rise in inflation this year in the light of several recent developments: revived stock market activity, the rising Federal deficit, new increases in tire, copper, steel and aluminum prices and heightening tension in the Middle and Far East.

For advertisers, inflation gives new meaning to an old threat: the growth of private brands. This trend is especially important when coupled with two other major marketing developments: the breakdown of fair trade, already a fait accompli in the appliance industry and a growing thorn to drugs, toiletries and cosmetics; the shift in distribution, with the emphasis on volume selling through mass outlets.

For example, the advertising push giant retailers such as Sears, Roebuck and Montgomery Ward have put behind their own brands makes it increasingly difficult for consumers to distinguish national from private brands in some areas.

Such are the significant implications of the latest survey of the TIDE Advertising Leadership Panel.

A substantial 61% of the Panelists reporting think that private brands are a serious threat to nationally branded products.

More important, 27% report that private labels already affect the products on which they work.

According to the majority of Panel members, it's the low prices of private brands that snare the bargain hunting consumer. And although advertising executives may not like it, they can see the logic to it.

As Ted Bates senior vice-president D. Robert Parman puts it, private brands give the consumer "good quality at low price."

In addition, speaking personally, the majority of the Panelists admit the idea of low priced private brand merchandise holds considerable charm. Thinking of themselves strictly as consumers rather than

admen, 70% admit they'll readily buy private brands provided the quality is comparable to similar national brands. Yet speaking professionally, the Panelists think advertising has a real problem on its hands.

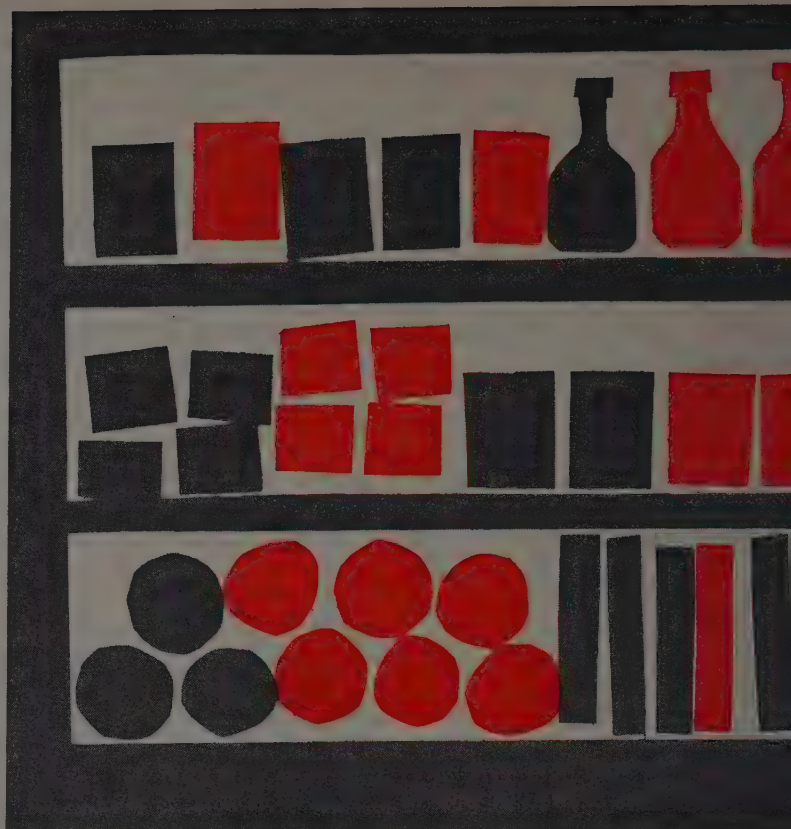
In fact, 59% predict that if private labels reach really major proportions, the prices of similar nationally advertised brands will eventually be cut to meet the competition.

One advertiser claims that "pri-

ivate brands could cause a complete breakdown of our pricing structure." And although most Panel members are not quite so gloomy, they generally agree that, as one puts it, "something's gotta give."

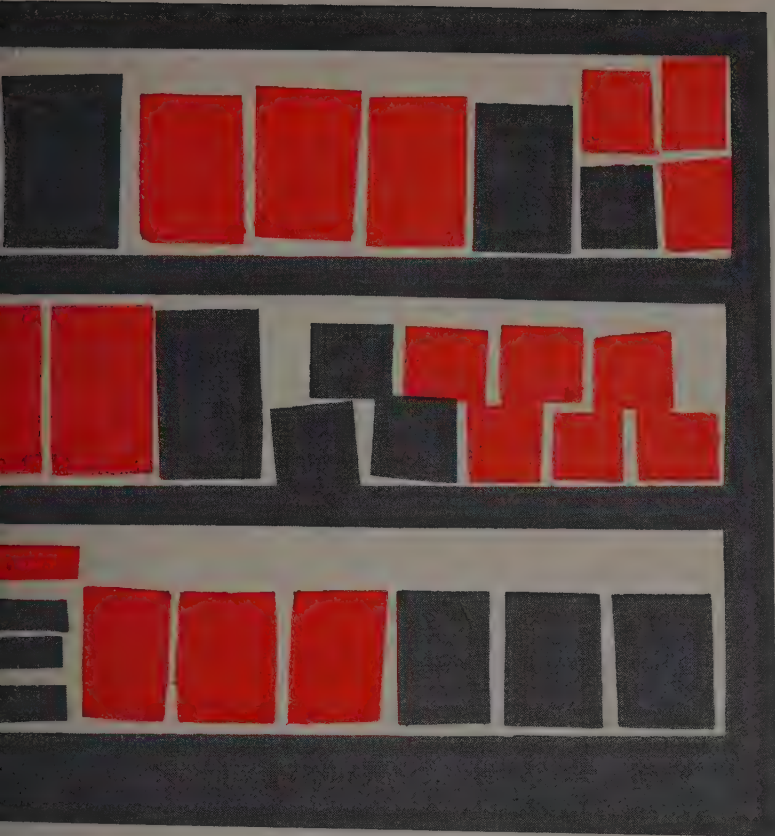
General Dynamics ad director E. A. McCabe, one of the 59% who predicts price cuts, warns that private brands must be lowered if "national brands want to maintain their share of the market."

Edsel Sales Promotion coordinator (M-E-L Div.) Stewart J. Wood also foresees cuts, adds that if t-



Will inflation create

The recession of 1957-58 may be at an end. But rising prices, according to the TIDE Advertising Leadership Panel, have given new meaning to the old threat of private brands. Here is what Panelists think will happen—and what industries will be affected.



more private brands?

...ils to submerge private labels
here will have to be a serious PR
and advertising effort to reestablish
tionally branded products."

Some Panelists, on the other
and, think price cutting is the
first way to approach the prob-
lem. Munsingwear admanager
Roger Holt, for one, argues that
there can never be a general price
cut "unless we can find ways to
reduce costs."

Miller Brewing Admanager Ed-
ward G. Ball is even more pessi-

mistic. He predicts that "prices of
quality products will continue to go
up because the profit squeeze is too
tight now."

The spectacular growth of retail
outlets and increasing consumer
confidence in these stores is con-
sidered as big a factor as price in
the rise of private brands by many
Panelists.

According to National Tea ad-
vertising and merchandising vice-
president V. S. Bauman (whose
company is the only major chain
that does not carry private brands),

supermarkets have, in the last few
years, developed "greater stature
and a new image.

"The store name now demands
respect," says Bauman. "It's close
to the customer and projects con-
fidence, so the store name on a
product is becoming competitive
with the manufacturer's advertised
name."

One of the Panelists who goes
along with Bauman, Doubleday &
Co. admanager Jerome Hardy, the-
orizes that "we may have reached
the place where a Grand Union is
as well or better known than a
General Foods."

Interestingly, in the opinion of
a number of Panelists, advertising
itself, and not price or the retailers,
boosts private brands the most.

One top ten agency vice-presi-
dent claims: "We're doing too good
a job. We whet the customer's ap-
petite and create a desire for a
product; then he turns around and
double crosses us by buying a
cheaper private brand that's spent
next to nothing on promotion."

Other admen agree that adver-
tising is creating its own monster,
but by far less laudable methods.
These Panelists go along with Na-
tional Dairy admanager (Break-
stone Div.) Ray Samuel, who
blames the growth of private
brands on the "lack of aggressive
and progressive advertising and
merchandising policies on the part
of national brands."

From the Panel survey it's evi-
dent that the industries hardest hit
by the private brand invasion are
food, soft goods, small appliances,
liquor and gasoline.

Schenley International adman-
ager George W. Sutton considers
private brands a threat to his in-
dustry "because in the liquor busi-
ness a package store can buy its
own label of merchandise which
is as good but cheaper than na-
tionally advertised brands."

The advertising and sales pro-
motion vice-president of another
top liquor company is apprehensive
because "liquor consumption is not
going up. Every private label bottle
sold means one less nationally ad-
vertised bottle sold."

The executive of a major food
company thinks his industry is dig-
ging its own grave because "too

many large manufacturers are putting up their own private labels to insure volume with their chains."

And another food expert, Hawaiian Pineapple admanager Hal Griswold, reports that the inroads by private brands have, in a few cases, resulted in "decreased sales and a loss of the share of the market" for some of his company's products.

Small appliances are having a hard time, especially since the death of fair trade. The vice-president of one of the largest companies manufacturing them claims his products are suffering because "the need of retail outlets for protection against price cutting has led them to sell private brand goods."

A divisional advertising supervisor of a giant firm producing small appliances, among many things, agrees that both appliance manufacturers and retailers are up in arms. He adds that his company "lost one good size retail account 'because we wouldn't give them a private brand.'"

With soft goods, as in the case of food and drugs, the nagging problem of disappearing shelf space is further complicated by the appearance of private label merchandise.

According to Chester A. Roth admanager Murray Rudomin: a retailer often hasn't enough cash to stock both private and national brands, and since there's bigger mark-up on private brands, they replace the national brands on the counter.

It's the low price . . .

HOW TO BEAT THE DEVIL

Although price cutting may be the most obvious way for advertisers to trounce private brands, most admen agree this solution would be the most costly in the long run. Here's what some of the Panelists advise instead:

- **D. P. Brother vice-president Walker R. A. Graham:** "Guarantee products as no private brand would dare to do."
- **Parker Pen admanager J. A. R. Stauff:** "Upgrade the quality and quantity of advertising to capitalize on established brand names."
- **National Dairy admanager (Breakstone Div.) Ray Samuel:** "Take a good look at overall marketing structure and then project ten years. If there are any gaps or outdated methods — update!"
- **Ted Bates senior vice-president D. Robert Parman:** "Make better products; build 'mental value' through advertising."
- **Canada Dry Ginger Ale admanager F. E. Benson:** "Price more realistically and develop aggressive defense selling."
- **Donahue & Coe executive vice-president Walter Weir:** "Constantly keep a step ahead of the private brands in product improvement."
- **General Shoe board chairman W. Maxey Jarman:** "Improve instore services."
- **Munsingwear admanager Roger Holt:** "Give higher markup to store whenever possible."
- **Bankers Life admanager Edwin P. Leader:** "Emphasize the national availability of quality on which the consumer can rely."
- **Gothan-Vladimir board chairman G. Ellsworth Harris:** "Return to first principles and give full value in every package."

The advertising vice-president of a textile mill adds that his company "is starting to squirm because private brands are further muddling the already hazy brand images of apparel and textiles."

Esso Standard Oil advertising and sales promotion manager E. M. Gray says there's cause for serious concern because in the oil and gas industry private labels "have grown from virtually nothing to a sizable percentage of the market."

A spokesman for the beer industry, which has only recently started contending with private labels, Miller Brewing's admanager Ball reports: "Our product is a premium beer and we're feeling some 'hurt' from cheap beers that are sold as private brands."

Advertising agencies, too, are feeling the long arm of private labels. Several agency men on the Panel frankly admit they're beginning to fear for their billings because many of their clients are coming out with private brands of their own. One media director sums up the situation by saying "private brands are starting to swallow up some markets, and let's face it, they

haven't needed much' advertising to do it."

BBDO associate marketing director Richard N. Risteen, whose agency has felt "a cut in volume in many instances" due to private labels, sums up the situation this way: "The merchandising function is becoming increasingly important," says he, "and the private label can almost completely monopolize this function and its resulting benefits."

... that snares the customer.

Home Remedy

Everybody has his favorite remedy for Detroit's headaches these days, ranging from a smaller dose of chrome to a shot of foreign fever. That's why we were interested in reports from some of our own people who had interviewed car dealers in the East, coming back with such quotes as:

"Never have I known a man to buy a car by himself and not encounter the resentment of his wife."

"The man may propose the purchase, but in reality, the woman makes the decision."

"I've often seen car sales lost right here because a woman had her heart set on a competitive make."

We usually like to back-seat-drive our own interviews, so we went over to talk to a local dealer, Mr. Walker Way, of the Chrysler-Manhattan showroom. Mr. Way's more than a dealer, incidentally. He's president of Chrysler-Manhattan and was formerly assistant sales manager and director of advertising and merchandising for the Chrysler Division of Chrysler Corporation, Detroit.

Mr. Way's Say

"The car is very much of a family purchase," says Mr. Way, who sells Imperials, Chryslers and Plymouths. "The gal is all-important in increasing numbers of cases. She's conscious of the car names, brands and selling points. She's responsible for 90% of the interior and exterior styling selections, of course. But there's more to it than that. She's the family chauffeur, so she's also interested in the practical features—and the handling. We know, because very often it's wives who go for our powerful '300' series. Yes," concluded Mr. Way, "we should be selling to women twelve months of the year. I felt the wife was a deciding factor in the sale back when I was selling Marmons. And, of course, it's more true than ever these days."

The Deciding Factor

Most dealers agree that women do play a major role in family car sales. And yet—though Detroit has made many strong plays to feminine interest—there never has been a real, hit-the-mark, in-depth job of selling the core of the Togetherness market, the woman. Consumer satiety? A shift in status symbols? Economic reaction? The diagnoses are so many and so varied, we don't feel presumptuous in adding one. Couldn't it also be that this great American industry still hasn't completely reached out and effectively sold enough of the wives, mothers, daughters and sisters who (no matter how you slice the percentages) wield such tremendous influence on the future of automotive sales? Our own home remedy: women, and the families who are propelled by them.



The



Woman's Viewpoint

by dorothea diamond

Korvette grows up

A handsome brick building surrounded by black pillars, a chaste black-lettered neon sign, expansive front windows revealing fall fashions garnished with autumn leaves—any goodness, E. J. Korvette has certainly come a long way since the store first opened shop ten years ago.

The company's latest suburban outlet, which replaces a dingy, cluttered store six miles away, is further evidence of the company's metamorphosis from discount house to civilized department store.

On opening day, when I drove over to the new shopping center of which Korvette's is the bellwether, most of the 1500 parking slots were filled and most of the curious had been led into the keystone store.

I could understand why. It's a really fabulous merchandising operation.

A while back I wrote in this column that it's high time discount stores acquired manners. The Korvette's in Scarsdale (N.Y.) definitely has.

Gone are the days when you needed a card of introduction to a first-rate establishment and when transactions were conducted in a stilted, speakeasy atmosphere. The spirit of the new Korvette's is as different from its predecessor as a modern motel is from an old-style tourist cabin.

First surprise: a store directory in the lobby gives the location of products and a courteous sign tells where to return items. (The return

policy is your money back within one week after purchase.)

Second surprise: the complete disappearance of the T-shirted tattooed clerks who used to take a positive delight in insulting customers. All of the male employees wear suits—business suits with starched shirts and ties—and all display badges on which name, number and department are typed. Whereas formerly I begged to be waited on, while I was browsing through small appliances a clerk came up to me and said, "May I help you, ma'am."

The other thing that impressed me was the tremendous amount of merchandise displayed on the two escalator-connected selling floors. Thousands of items—many the sort of things which have tremendous appeal for women but are often buried backstage—are laid out on gondolas and counters to attract the impulse buyer. Many price tags give "list price" and "selling price."

Because TV sets and phonographs are hooked up, because typewriters are waiting to be pounded, the cartoon showing customers peering at serial numbers in a regular store preparatory to going to a discount center may soon be outmoded. Pre-shopping no longer is necessary.

True, the loud speaker relentlessly pages employees and the announcer proclaiming specials has a fondness for bad puns—but on the whole E. J. Korvette has grown up. I just feel sorry for the independent retailer confronted with this

well-planned, well-displayed, well-priced onslaught.

Kitchen tour

Sometimes it's the plain, ordinary everyday products that are most in need of revision. Two I nominate for improvement are:

- Painted metal canisters and breadboxes. Difficult to clean, especially in the creases, and the paint is apt to come off along with stubborn spots.

- The strainer that is standard equipment for every housewife. It rusts too readily and, if the mesh is fine, can lead to an exasperating cleaning job.

Misleading appliance promotion

"Portable."
"Easy to install."
"Just plug it in."

These and related terms strike me as some of the most abused words in the English language.

For instance, a five-line ad for General Electric's Mobile-Maid dishwasher proclaims: "Needs no installation." But when it arrives deliverymen inform the customer that GE will install it free. Since the housewife is advised to take advantage of this service, and since there are so many other talking points for the appliance, why skate on the thin ice of the truth? Why not focus on something else?

Having coped with a Carrier portable air conditioner this summer, I'm astounded by a sketch in the brochure showing a woman in high heels carrying the contraption

by the handle. I can't even budge ours. One strong man can, but two are better.

A simple declarative sentence in the accompanying instruction sheet lingers in my memory. It reads: "The Carrier Portable Room Air Conditioner may be quickly and easily installed." What should have been written afterwards is "If you know how." The directions are as complicated as any you've seen for knock-down furniture and toys. It took the two professionals I finally hired one hour to do the job. Furthermore, the special electric adapter required is not included among the parts.

Other manufacturers, singing the "just plug it in" theme, have given the impression that a portable can be shifted from room to room as easily as a bar cart. This just isn't so. A portable has to be fitted into the window almost as meticulously as a regular air conditioner in order to operate properly.

Having blown off steam, I'll add that the so-called portables do have their merits. But I hope that by next summer a more accurate picture of them is presented to the public.

Way tries to show the way

Imagine introducing a detergent in supermarkets, watching it achieve gratifying popularity and good brand recognition and then abruptly withdrawing it from sale. Sounds positively foolish.

But that's just what's been done with a product called Way. And all because a housewife once said to her husband, "Why don't they?"

A few years ago Gloria Silver dropped a casual remark that measuring detergents was a nuisance and that it would be helpful to have a carton with a built-in brain do the job for her. Stanley Silver, who had been in the toy industry, obligingly developed one. Since then he has been trying unsuccessfully to persuade a blue-chip grocery manufacturer to give his self-metering container a trial.

Concluding that the only way to convince the world he had a better mouse-trap was by means of a sales demonstration, a few months ago the United States Metered Container Corp. (Manhattan) en-

tered the brutally competitive detergent field with an unknown and unadvertised product. Silver had the Ultra Chemical Works (Paterson, N. J.) put a detergent in gaily colored metered boxes, christened it "Way" and offered it in three supermarkets priced slightly lower than established brands. At one store demonstrators obtained purchasers' names and addresses. Three weeks later Audits & Surveys did a recorded telephone check. Among the findings: 80% of 196 women interviewed who had used the product rated the metered container "good" and 69% said they would like to see other products get this sort of packaging treatment.

I have eavesdropped on some of the interviews. It's interesting to note that, besides praising the metered package, many women said they liked the detergent itself better than the one they had previously used.

I've also tried Way in my own kitchen and am enthusiastic about the container. Not only because it's a convenience, not only because it measures accurately (surveys have shown that many housewives do not bother to measure at all), not only because it cuts down on waste. But also because the pouring spout closes neatly after use, preventing the contents from leaking. Since I've lately been on the warpath against metal spouts that snap off and the "push in here" type of package that perennially disgorges its contents through the gash, I think the metered package offers lots of plus value to the housewife.

Memo to Detroit

What sort of car do American women really want?

Now that women's influence on car sales has finally been recognized, I suspect that a good many brows in Detroit are furrowed over just this question.

For what it's worth, this columnist would like to put her opinions on the record.

First of all, I want safer and more comfortable driving from the automobile of the future. It should be much easier to get into and out of. (Short skirts make this even more imperative.) I'd welcome elimination of blind spots, a roomier

glove compartment, tail light placed so that they are visible to the driver in back even in bumper-to-bumper traffic and power features that are really reliable.

Size? Except for the second-contingent, I don't think most of us want to drive the American equivalent of a Volkswagen or Goggomobil. On the other hand, many women are disgusted and dissatisfied with the bloated jobs now on the highway. Let's go back to a happy medium.

Styling? Luxurious fabrics and attractive color combinations appeal to women and, at least under present economic conditions, we are willing to pay for them. But the over-chromed "juke box" look should be eliminated and should be replaced by true elegance. (For a long time *TIME*'s columnists have crusaded against the excess of chrome and I thought maybe we were being highbrow. But sales figures since have shown that we are representative.)

Finally, chassis should be designed so body and fender repairs will require less labor and therefore will cost less. We resent paying the astronomical prices now charged if a fender or door gets bumped or scratched.

Recent middle class

We've paid so much attention to the keeping down with the Joneses trend of the last few years—dressing the kids in jeans in our more expensive suburbs and the sweat-and-skirt simplicity of millionaires' wives—that I wonder whether we're sufficiently aware of the desire to keep *up* with the Joneses, which still exists.

At the Institute for Motivation Research, Dr. Ernest Dichter and his colleagues have several times pointed out that increased consumer income since the war has led to the emergence of a new middle class with money to spend but serious doubt about its advisability to do so. "Good taste" is the stumbling block. Lack of confidence in standards among millions who were formerly in the low income bracket extends all the way from fur to sterling silver to home furnishing. Here is a market waiting to be tapped by the advertiser who tactfully supply both education and reassurance.

public relations

by daedalus

the controversy about licensing public relations men came up again on The Annie Hurst Showcase with guests making these comments: George Mendoza, Coordinated Marketing: "News men resent publicity men to call themselves 'public relations men' . . . [This] should be squared up."

Admiral H. B. Miller, PanAm Airways: "PR is not a profession to cover up . . . but to help do things." Counsellor Stephen Fitzgerald: "Unless you are licensed, no one can say 'I'm a public relations man' ". Public Relations Society Director Shirley Smith: "The legal profession is nearly 100 years old, but you still have amance chasers. As an organized profession, public relations is only 20 years old."

Gentlemen, haven't you been doing this for 10 years? If you really believe in licensing, isn't it time for less talking and more action?

Building Stature

A good example of how to build stature and strong public support is the association with "good" causes. The report of duPont on their employment of the physically handicapped. The release quotes a company survey that "more than 100 handicapped employees . . . have achieved average-or-better levels of job performance, safety, and attendance."

Then follows a detailed breakdown of the statistics, each item driving home the broad employee welfare programs which duPont maintains.

Visibly, duPont lets the facts speak for themselves. No wonder duPont consistently rates among leaders of "companies where young people like to work."

Let's get down to earth

To read the professional journals, one would conclude that PR is an esoteric profession where

only truth, goodness, and ethical standards should prevail. In a recent article, J. Carroll Bateman (PR director of the Milk Institute) condemns the successful superficiality of Elmer Wheeler's "sell the sizzle instead of the steak," argues that "truth lies in the intent and result as well as the factual content of a communication," and then concludes that if professional PR people fail to meet this new test, "we will not deserve to succeed."

This approach may make an impression with college professors but I doubt if it will influence the president of any company in a competitive field. Exaggeration, over-emphasis, veiled meanings are an essential part of American business, especially advertising and selling. No man ever won a bride by solemnly telling the whole truth and nothing but the truth.

There must be a factual basis for decisions, but the single most important factor is emotion—as any successful marketing man, lawyer, or politician will testify. Emotions are seldom roused by bare facts.

There are a few well-to-do PR practitioners who can afford to maintain the myth of a profession, but to the vast majority of men and women in PR, it's a business: an interesting and fairly lucrative way to earn a living. And that paycheck depends far more on achieving the effect the boss wants than on "messages that . . . have a rational basis."

Need Counsel

Add to groups that need PR badly: the professional baseball leagues. Their appearances before Congress were poorly handled, the testimony confusing to politician and voter, and their statements without clear definition. They relied on traditional cries of "We'll police ourselves; go away, everyone is happy."

While both leagues have voluminous information on players and their records, there is almost no data on customers: who attends ball games? age, sex, mode of transportation, type of groups, etc.? And who watches TV at home? And there is certainly no planned program to keep old customers and attract new ones.

Accustomed to years of free publicity, gained largely by picking up transportation and expense tabs for sports writers, the baseball magnates have failed to admit the world has changed. There are few major corporations who operate successfully without clearly defined and well-executed PR. And, Mr. Harridge and Mr. Frick, I don't mean "Publicity Directors."

PR People

Win Green, vice-president for midwest for Selvage & Lee . . . Herbert Jay to director of advertising and PR for Mohasco Industries . . . Changes at Communications Counsellors, Inc: Dr. H. A. (Pete) Craig as executive assistant to president W. Howard Chase and Robert L. Zimmerman to manager of Chicago office.

W. A. Barrie named eastern regional PR manager for Kaiser Aluminum-Chemical Corp. . . Dennis Gless to PR Director of Catalina, Inc. . . E. Lawrence Goodman now vice-president for sales and publicity for Stern Bros., NYC department store.

Good Luck!

Tiny Nasson College in Springvale, Maine, has started an internship program in publicity. Held in late summer, it aims to give "intensive and practical training" to school and college administrators as well as PR neophytes. Nasson also offers regular courses in PR . . . thanks to the energetic leadership of Philip Johnson, assistant to the president.

An exciting new NEW OR an even more productive BOTH MORNING

The Times-Picayune
NEW ORLEANS, THURSDAY, SEPTEMBER 4, 1958
Single Copy 5 CENTS

DEPARTMENTAL INDEX
122nd YEAR—No. 223

MORE AMERICAN AID GROUP STUDEN REJECTION H
ON WAY, CHINA TOLD
Admission Declines to Try
Hand to Peiping Role

Death Wants Neg
Considered Individuals

BADON IS GIVEN 18 MONTHS JAIL
\$1000 Fine Also Given
on Highway Smuggling

HEAVEN SENTENCED
... ..

NEW ORLEANS STATES AND NEW ORLEANS ITEM
FORCES TO DEFEND ISLES, IKE WARNS CHINESE REDS
Dulles Gives Statement After Talk

104 Absent in School Row

N.O. Civic Leader Constitution

Red Flash FINAL HOME

WATCHING on the corner as a school bus, loaded for Abbeville school to Pine Village, passes, parents hope these buses today on ground to their transfer to Jefferson Parish school.

OVERJOYED AT SEEING her mother, HANDBERG, NUTLEY, after being exiled the arms of MRS. V. E. NUTLEY at Remondick, Wash., after being removed today from the center of Mr. Nutley where she had been massaged three days after becoming ill. Her father looks on.

The Times-Picayune Publishing
LAFAYETTE SQUARE, NEW ORLEANS
Represented nationally by JANN & JANN

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

ling force makes

LEANS

2nd
PORT
U. S. A.

e newspaper market...

AND EVENING

On the afternoon of Monday, September 15, the New Orleans States and New Orleans Item appeared for the first time as one, one-derful new evening newspaper, called the *New Orleans States and New Orleans Item*.

The new newspaper combined the features of both The States and the Item—Dagwood and Dick Tracy, Pegler and Pearson, Kilgallen and Fleeson, the high-reading local features of both. And, important to you, it combined the sizable circulations of both.

Now, the newspaper advertiser in New Orleans may reach an evening circulation that means business . . . as well as the fabulous morning circulation of *The Times-Picayune*! and may reach them at an advantageous new rate.

Hence, always one of America's great productive newspaper markets, New Orleans can now be counted as even more attractive from the point of view of cost, coverage, and rewarding reader excitement. Ask Jann & Kelley, Inc., today.

company

0

Inc.

NTA

KANSAS CITY

The Times-Picayune

MORNING & SUNDAY

NEW ORLEANS STATES

AND
NEW ORLEANS ITEM

EVENING



Guild, Bascom & Bonfigli

Photographed by Wayne Miller

San Francisco's Guild, Bascom & Bonfigli has cut a unique niche for itself in nine short years of existence. An off-beat humorous approach is the hallmark of GB&B's creativity, and ten accounts *all* in the food business make for an interesting billings picture (about \$1,000,000 this year, 80% in TV).

GB&B's accounts are: Breast-O'-Chicken Tuna Co., Claugherty Packing Co., Harry & David (Fruit-of-the-Month), Heidelberg Brewing Co., Mary Ellen's Jams and Jellies, Inc., Mother's Cake & Cookie Co., Ralston Purina Co., Rival Packing Co., and The Best Foods Corporation's Nucoa and Skippy Peanut Butter divisions.

Not all GB&B activity is lighthearted and unique. These pictures of the San Francisco office show that a client meeting (as with Rival Packing Co. executives shown here) in the West is just as serious as one in the East.

But to keep its clients lighthearted GB&B employs 65 people (including its four branches in Chicago, Hollywood, Manhattan, and Seattle) who are more than commonly food conscious. Just to insure one Coast knows what the other is doing, GB&B executives fly as much as 700,000 air miles a year, particularly since no GB&B client is located in San Francisco.

Perhaps the most significant feature of GB&B is its note of informality. Witness Rival Packing Co. president Morris L. Levinson, GB&B's newest client, falling in with the agency mood as shown at left.

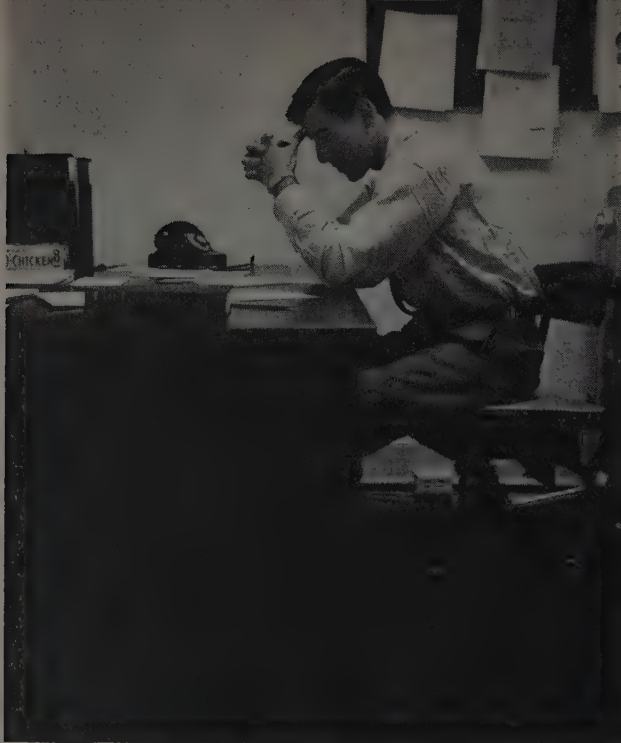




WEST GB&B client, Rival Packing Co. (Chicago), visits the agency's San Francisco home. Facing president Walter Guild in Guild's office are (left to right): board chairman David F. Bascom, account executive Walter Lawrence, executive vice-president Dante Bonfigli, vice-president & copy chief Maxwell Arnold, Rival executive vice-president Joseph Getlin and Rival president Morris L. Levinson. This is a "getting to know you" session.



MOTIFS for dogfood cans furrow the collective brows of messrs. Guild, Bascom (standing left to right) and Bonfigli (seated left) and Rival's Getlin and Levinson.

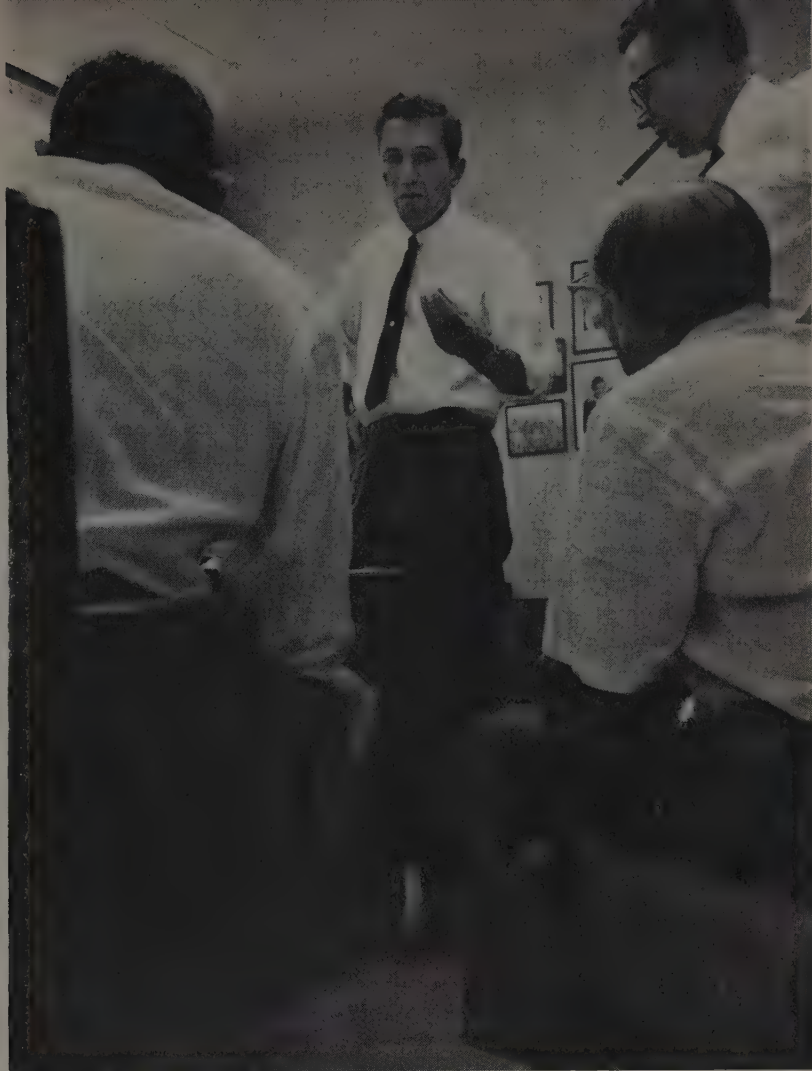


BROODING intently, Copywriter Norman Lenz mulls over how to make Breast-O'-Chicken Tuna copy sing in the agency's usual falsetto voice.

PUCKISH board chairman David F. Bascom originally installed all these phones as an intercom system. Since overloaded the electrical system and broke down, seems Bascom now resorts to spelling blocks to get the word across.



PACKAGING is the problem executive vice-president Dante Giuseppe Bonfigli (center), and account executive Walter Lawrence (with cigar) are discussing with two Rival representatives.



ART AND MONEY apparently mix in the opinion of GBLB vice-president and treasurer William Hoffman, Jr.



Who cares what happens to METALS?

Don Nulk, Senior Materials Engineer, Tapco Group,
Thompson Products, Inc., for example.

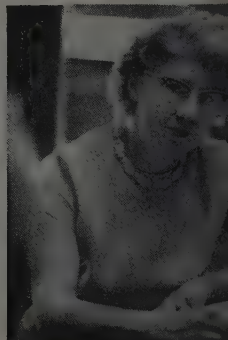
One of his many responsibilities is jet engine blades. He heads up the metals engineering team that deals constantly with the ever-changing factors of design, metalworking and research dictated by ever-increased performance and load demands.

Knowing *how* and *why* metals behave makes it mandatory today that only experts solve these complex metals engineering decisions: What metal or alloy should be specified? Should it be a forging, casting, extrusion or powdered metal part? What machining, heat treating, testing and quality control procedures are needed?

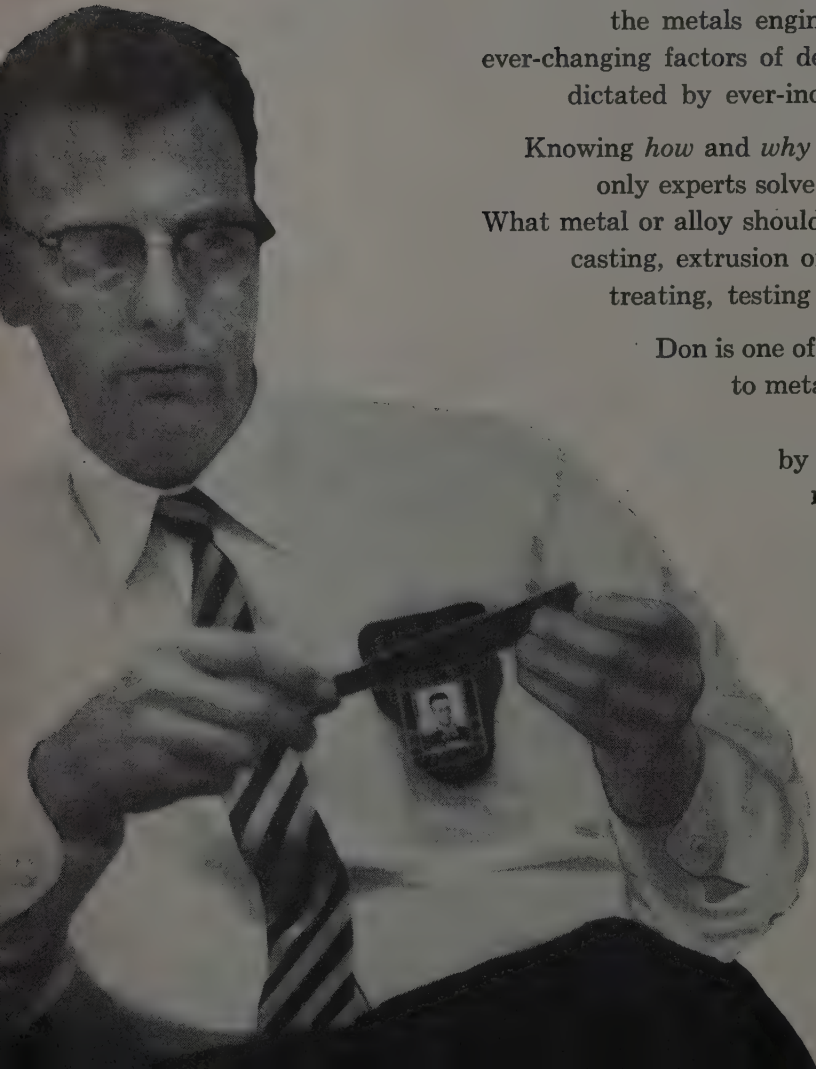
Don is one of 30,000 metals engineers who care what happens to metals—in production, processing and application.

They are kept up to date and stimulated by Metal Progress, brilliantly edited and the only magazine that concentrates solely on the engineering aspects of metals.

Donald E. Nulk,
Senior Materials
Engineer, Tapco
Group, Thompson
Products, Inc.,
is responsible for
metals and other
materials engineer-
ing and experimental
production.



Marjorie R. Hyslop
Managing Editor





Fabricability is one of the big questions after a new alloy has been forged. Can it be shaped as desired without altering its grain structure and thereby weakening it? Don Nulk and his metals engineering team must supply the answer. Design depends on it.

*Engineers who care
what happens to metals
read...*

Metal Progress

*Published by The American Society for Metals
7301 Euclid Avenue • Cleveland 3, Ohio*

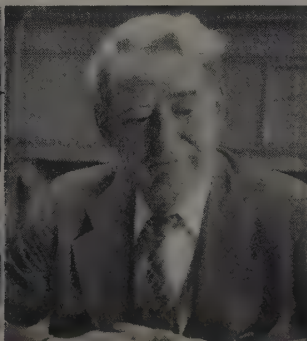
Write for a METALS ENGINEERING FACTOR ANALYSIS on your products



Carl R. Weymueller
Assistant Editor



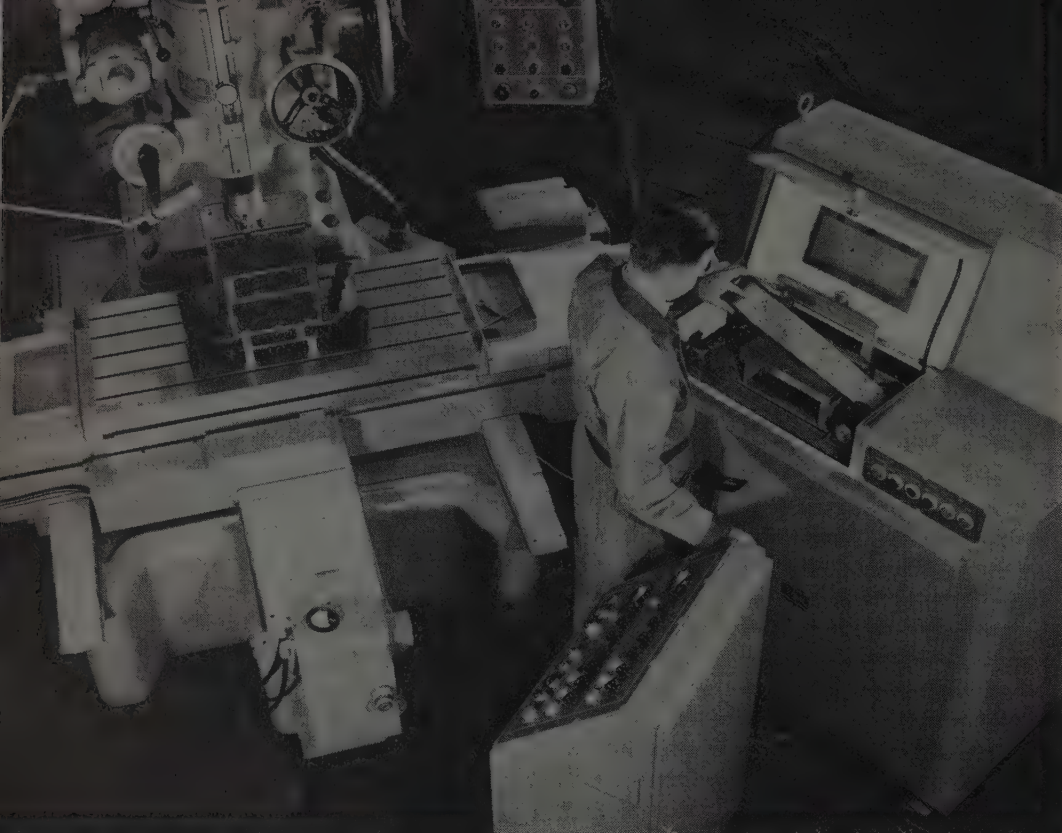
Dr. Allen G. Gray
Editor



Ernest E. Thum
Editor-in-Chief

With an unmatched technical knowledge and six years of Eastman research, the editors of Metal Progress know what 30,000 metals engineers must read.





Exclusive: the ads that sell a bellwether industry

Of all the major markets in the nation, none is more sensitive to economic trends than the machine tool industry. It was one of the first hit by the recession — and it is among the first to show signs of a comeback. This exclusive TIDE survey of 21 major machine tool builders shows how they regard advertising and their actions after reading ads.

Virtually since the beginning of the late, great postwar business boom, the nation's machine tool industry has mirrored the country's economic state. In the lush decade prior to the recession, the industry racked up an annual sales average of \$800 million (hitting an all-time \$1.2 billion high in 1953). When business buckled last fall, machine tool makers were among those to feel it first, watched total industry sales plunge to an annual rate of \$300 million so far.

Today, however, the industry already has begun to feel signs even though faint so far of sales recovery. Although somewhat leery of too much optimism, the National Machine Tool Builders Assn. believes sales will definitely rise by the end of the year.

To find out what it takes to sell this bellwether business, TIDE recently surveyed 21 major machine tool builders. Their replies are significant to anyone advertising to such a complex industry whose own customers cover nearly every man-

ufacturing process there is.

Nearly all participants in this survey report unanimously that industrial advertising is vital to the manufacture of machine tools.

- Sales vice-president John P. Crosby of Lapointe Machine Tool Co., Hudson (Mass.) says "industrial ads call attention to latest developments. They help reduce costs and improve processing."

- A. L. Knapp, vice-president & manager machinery division of Pratt & Whitney Co., Hartford (Conn.) notes that advertising "gives confidence in going ahead with new designs."

- On the other hand, Bryce Broughton, secretary-treasurer of Crankshaft Machine Co., Jackson (Mich.) finds that industrial ads "acquaint manufacturers with new developments and keep them interested in modernizing their plants."

- "Advertising provides a fast and convenient means for disseminating up-to-date information on new products," says president George

TABLE 1
ACTIONS OF MACHINE TOOL BUILDERS AFTER READING ADS

located new suppliers	76%
Reduced production costs	71%
Improved quality of machining	71%
Increased output per manhour	57%
Improved materials handling ..	42%
Improved electrical control ...	42%
Used new alloys and metals ..	38%
Improved inspection and gaging	38%
Modernized power transmission	33%
Increased safety	24%
Improved plant appearance ...	24%
Reduced waste & rejects	19%
Improved power factor	19%
Eliminated waste	19%
Modernized foundry	19%

portion of the company bearing his name in Racine, (Wis.)

Albert L. Breuer, vice-president of machine tool sales at Onsrud Machine Works, Inc., Niles (Ill.) looks at industrial advertising this way: "Reporting new products through industrial advertising has provided the incentive for constant progress in new methods and products."

Product manager O. R. Reller of Moline Tool Co., Moline, (Ill.) is partial to advertising because it creates interest in a product which eventually grows into a demand." To tool engineer William G. Sallee of Atlas Press Co., Kalamazoo (Mich.), industrial advertising "furnishes immediate sources of materials, products, services and an exchange of 'know-how.' These up-to-date supplies of information are invaluable."

Other machine tool builders concur. Their interest, however, in industrial ads is far more than aesthetic; they use them in their daily work. Ads are part of the communications cycle occurring on all levels in the machine tool industry.

For example, more than four out of five of those questioned by TIME see these significant advances in production, design, plant maintenance or operations resulting from reading industrial ads:

One manufacturer replaced steel with malleable iron in some power transmitting parts thus improving the manufacturing process with no

loss of ability or performance.

Chief industrial engineer E. R. Leighton of Illinois Tool Works, Chicago, praises industrial advertising for leading him to a new turning and facing lathe. The purchase resulted in a 100% cost savings.

Chief engineer Roger Coffey of Rivett Lathe & Grinder, Brighton (Mass.) found this advance in industrial ads: silicon diodes for direct current power in machine tools.

Interestingly, the advertising message sticks. Machine tool manufacturers remember the advertiser's name and in fact nearly 75% of those surveyed order by brand names.

Perhaps this is the case because tool manufacturers make it their business to use industrial ads as an "information" piece within their own company.

About 85% of the survey respondents circulate ads, equally divided between these varying approaches — verbal comment or direct contact with others, pass along ad, written memo or letter, route magazine to others, discuss at a meeting and clip ads and send to staff members.

Moreover, few ads found in industrial publications are restricted to the subscriber. The average number of other people within each plant interested in the same ads was approximately six.

Following this information and education process for fellow company executives, the 21 panelists note that ads were put to work.

A total of 68 different kinds of products were purchased specifically as a result of reading industrial ads as indicated partially by the

TABLE 2
WHY MACHINE TOOL BUILDERS READ ADS

To study new products	95%
To add to technical know-how	85%
To get ideas for cost reduction	81%
To get suggestions for improvement	71%
To solve a current problem	66%
To improve production	61%
To plan future projects	52%
To keep up-to-date on suppliers offers	48%
To locate new or alternate suppliers	33%
To be well informed on old suppliers	14%

TABLE 3
IDEAS ADAPTED TO MANUFACTURING BY MACHINE TOOL BUILDERS AS A RESULT OF READING ADS

Suggested an alternative technique	81%
Suggested a method	76%
Suggested an improved design or scheme	71%
Suggested a new source of supply	57%
Suggested a need	52%
Prompted original research ...	48%
Suggested an innovation in style or appearance	33%

table on page 54. Here are some typical products:

Floor cleaning and material cleaning equipment, material handling gear, optical testing equipment, chucks and adapters, diamond particles, dust collector, micro switch, cutting tools, mist lubricators, mounts, ceramic tool bits, motorized electric timers, tube bender, steel products, electric clutches and drill sharpener.

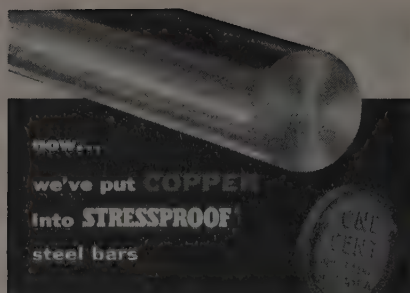
One participant, who follows industrial advertising closely, is executive vice-president W. E. Rutz of Giddings & Lewis Machine Tool Co., Fond du Lac (Wis.). Rutz says his firm bought ball bearing screws and nuts and magnetic "work-holding" devices after reading ads.

In addition, one ad showing Permlastic, a material used by dentists for making oral impressions, was adapted for machine tool work by Giddings & Lewis.

In this survey, two questions received strongest response: what can industrial advertisers do to improve their services to tool manufacturers and which form of advertising — product or corporate — gains greatest attention.

Make products clear in ads and don't hide them behind airplanes, missiles or girls, says supervisor Henry W. Lewis of the Ingersoll Milling Machine Co., Rockford (Ill.).

Vice Chairman R. J. Wilkie of Continental Machines, Inc., Savage (Minn.) asks industrial advertisers to increase emphasis "on clear, relevant illustrations, uncluttered format and easily readable copy which together convey the purpose of the product or services."



and the pennies you save add up to dollars!

Van Copper Controlled Chemistry improves machinability, gives added wear resistance, and resists corrosion.

LaSalle Steel Co. is a leading manufacturer of stressproof steel bars. We have a complete line of stressproof steel bars in various sizes and grades. We also have a complete line of stressproof steel bars in various sizes and grades. We also have a complete line of stressproof steel bars in various sizes and grades.

LaSalle STEEL CO.
1420 13th Street - Minneapolis, Minnesota



Complete line of Precision Switches to meet product design and plant use applications

Micro Switches are available in a wide variety of designs and ratings. They are used in a wide variety of applications, from simple on-off switches to complex control systems. They are available in a wide variety of designs and ratings. They are used in a wide variety of applications, from simple on-off switches to complex control systems.

MICRO SWITCH
A Division of Honeywell International Inc., Minneapolis, Minnesota



Designed especially for job shops...

NEW SUNICUT 5534 CAN BE USED ON A WIDE VARIETY OF STEELS

SUNICUT 5534 is a new type of cutting tool that can be used on a wide variety of steels. It is designed especially for job shops and is available in a wide variety of sizes and grades. It is used in a wide variety of applications, from simple on-off switches to complex control systems.

SUN OIL COMPANY Philadelphia 3, Pa.
In Canada: SUN OIL COMPANY LIMITED, Toronto and Montreal

These are some of the ads machine tool builders queried by Tide say resulted in sales to them...

Chief engineer E. V. Grumman of the Bullard Co., Bridgeport (Conn.): He desires more "schematic layouts of circuits and cut-away views of the products."

"Give quicker service on inquiries sent to advertisers on product information cards inserted in industrial magazines," says one Illinois tool maker.

Industrial engineer Leighton sharply rebukes many industrial ads. Says he: "Be more specific. Give more facts, less hogwash."

While manager of maintenance and equipment Donald L. Woods of Jones & Lamson Co., Springfield (Vt.) reminds industrial advertisers to "use realistic claims for their products, not just an example of unusual happenings."

As for the equally important question of which type ad — product or institutional — has more appeal, the 21 panelists offered many suggestions.

Half the respondents find that institutional ads receive their attention; the other half either favored product advertising or were basically unconcerned with one form of advertising over the other.

Wilkie of Continental Machines, for example, says "institution advertising is a reflection of the personalities of the men who run the company and by inference, an indication of the quality of their product."

Crosby of Lapointe finds his busy schedule precludes reading corporate messages. Says he: "Time allo-

cated for me in reading periodicals is not sufficient to spend time on reading institutional advertising."

General manager Donald W. Dranning of Sunstrand Machine Tool Company's American Broach & Machine Division, Ann Arbor (Mich.) finds that corporate advertising attracts his attention. He has a general interest in what other companies are doing and institu-



Sizing an aluminum cavity to .001" tolerance on a die for a rotary process machine at R. P. Scherer Ltd., Windsor, Ontario, was a simple operation for a PRECISE Super 80 POWER QUILL. This Super-Speed POWER QUILL — mounted on a standard machine tool — not only held the prescribed tolerance but cut production time 31 1/2 hours and increased tool life 300% over previous machining methods.

PRECISE uses Super-Speed POWER QUILLS in every application. For more facts and information, write to the nearest branch office or to the nearest branch office. For more facts and information, write to the nearest branch office or to the nearest branch office.

PRECISE PRODUCTS CORPORATION, Racine, Wisconsin, U. S. A.
Branch Plant: Precise, G. m. B. H., Düsseldorf, Germany

Quality and Precision Since 1882

Precise

Power Quills, Grinder Mills, Milling Machines, Accessories
Rotary Cutting Tools, Vapor-Lub. Cooling Systems

... or set them on the buying road.

tional advertising partially meet this desire.

Another tool builder views advertising in this light: "Most of our sources are already well known to us and we would investigate new supplies regardless of the type advertising used."

His approach is supported by several of his colleagues. Many report that they use ads as a point of reference, that is, ads introduce sellers to buyers and they pave the way for future sales calls. Impulsive buying, of course, is ruled out, so those queried by TIDE, for advertising is only the first of many steps preceding any purchase.

Above all, tool machine builders like other manufacturers and state engineers in highly technical fields judge industrial advertising on its technical and informative merits.

Being technically trained they insist that industrial advertising convey the same disciplined message as used by engineers in their everyday work. They call for facts and figures, schematic drawings and detail, rather than fluff statements or attractive yet meaningless photographs and art work. They rarely judge ads on beauty alone.

In fact, an attractive ad not supported by hard facts rarely merits more than their superficial attention. Such ads stay with the magazine, instead of being put to work and passed along to fellow workers, retained in technical files or followed up.

(Continued on page 54)

grow with OKLAHOMA

the inland island...

Oklahoma is an island of prosperity in a sea of national recession. During the first six months of 1958 federal tax collections in Oklahoma reached an all time high of over \$816 million . . . an increase of more than \$24 million over the previous year.

Retail Sales in Oklahoma topped \$1 billion 203 million for the first six months of 1958, an increase of nearly \$27 million for the same period of 1957.

On the Agricultural Front Oklahoma farmers have just added \$198 million to their income from the largest wheat crop ever harvested in Oklahoma.

In addition, their livestock is bringing the highest prices and largest income in many years. Oklahoma's crops of cotton, corn, peanuts, grain sorghum and broom corn are bringing near record returns.

Recent abundant rainfalls forecast ideal conditions for fall planting and another year of record crops.

Our Biggest Utilities are preparing for increased demands which are inevitable. Oklahoma Gas and Electric Company, for example, is investing over \$170 million in new facilities to furnish needed power. Southwestern Bell Telephone Company, after spending over \$135 million in Oklahoma in the past five years, has now budgeted another \$157 million for additional development.

The Western Electric Company is now operating a pilot plant for the training of employees to man a \$35 million factory to be built on a plant site of 210 acres.

Home and Industrial Building . . . In Oklahoma City, residential construction in the first six months of 1958 increased 26.3 per cent over the same period in 1957. Over \$80 million in new industrial and business construction is now under way in the Oklahoma City area. In addition, Federal projects totaling more than \$35 million are also in the works.

Retail Trade . . . The newest of the many new giant shopping areas under construction in Oklahoma City is the Belleview Shopping Center, a mall-type 52-acre site which will contain 49 new stores that will include a Montgomery Ward store of 214,000 sq. ft., the largest in the United States.

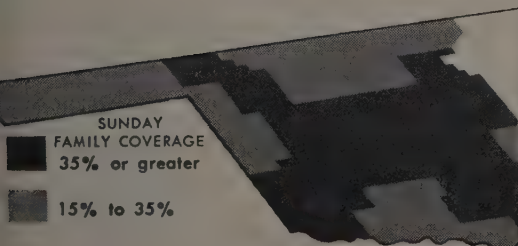
Roadbuilding . . . Oklahoma City has laid out and acquired rights-of-way for 110 miles of expressways in and around the city and construction is about 30 per cent complete, with many millions in additional contracts already let.

This \$100 million program is only a part of the biggest state-wide road building program ever planned in Oklahoma.

Population Growth . . . A National magazine has listed Oklahoma City as one of the five fastest growing cities in the nation, with estimates that her population will double by 1975.

The present, however, is as bright as the future.
Oklahoma City is an island of opportunity right now.

To find income, go where income is.
Oklahoma can't be beat.



THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

PRODUCTS PURCHASED AS A RESULT OF READING ADS

	<u>READER INTEREST</u>	<u>PRODUCT PROCURED</u>
● A. B. McCREA NATIONAL AUTOMATIC TOOL CO.	SALVAGE	SPRAY WELDING AND CHROME PLATING
● J. P. CROSBY LAPOINTE MACHINE TOOL CO.	ACCURACY OF WORK	HYDRAULIC TRACE EQUIPMEN
● A. L. KNAPP PRATT & WHITNEY CO.	OVERHEAD TRACING AWAY FROM CHIPS	HONING MACHINE AND A TRACER LATHE
● BRYCE BROUGHTON CRANKSHAFT MACHINE CO.	POTENTIAL LABOR SAVER	BURR-BIT FOR CHAMFERING HOLES WHILE TAPPING
● DONALD W. DRANNING SUNSTRAND MACHINE TOOL CO.	NEW TECHNIQUE	GRINDER
● G. H. WHITEHOUSE SNYDER TOOL & ENGINEERING CO.	FOR TYPE UNIT USED IN MANUFACTURING	REULAND CLUTCH AND BRAKE
● E. R. LEIGHTON ILLINOIS TOOL WORKS	EXTREME ACCURACY	LIVE CENTERS
● ROGER COFFEY RIVETT LATHE & GRINDER, INC.	NEEDED PRODUCT	DRILL HEAD
● O. R. RELLER MOLINE TOOL CO.	RECOGNIZING A SOLUTION TO A DESIGN PROBLEM	UNIVERSAL JOINTS
● DONALD L. WOODS JONES & LAMSON	PICTURE OF USER	BUX MAGNETIC BASE DRILL
● E. V. GRUMMAN BULLARD CO.	CURRENT NEED AND SIZE	SOLENOID VALVE
● E. C. HELMKE GISHOLT MACHINE CO.	HELP SOLVE A PROBLEM	BONDABLE TEFLON TAPE
● R. J. WILKIE CONTINENTAL MACHINES	POSSIBILITY OF COST REDUCTION	PLASTIC MOLDS
● WILLIAM G. SAVILLE ATLAS PRESS CO.	ILLUSTRATIONS OF SHOCK ISOLATION	BARRY SHOCK MOUNTS
● HENRY W. LEWIS INGERSOLL MILLING MACHINE CO.	NEEDED PRODUCT	SELF CONTAINED DRILL UNIT
● R. A. ERSKINE VICKERS, INC.	CLAIMS OF REDUCED LEAKAGE	SUN OIL CO.'S SUNTAL OIL
● JOHN E. KUCK BALDWIN-LIMA-HAMILTON CORP.	COMPACTNESS	VIBRATION TESTER



merica
moves on
print and paper

Sun Valley . . . Miami . . . Rome . . . Paris in the Spring . . . the bazaars and temples, fascinating sights and sounds of the Far East.

Paper . . . colorful travel posters, folders . . . bring you their promise. And paper . . . timetables, schedules, road maps, passports, tickets . . . help you to fulfill it.

Print and paper smooth the path of people on the go.

Another of the many ways paper serves everyone, everywhere, everyday.

INTERNATIONAL



PAPER



PRINTED BY OFFSET LITHOGRAPHY ON
TICONDEROGA OFFSET-BASIS 25X38
80 LB. ON A 2-COLOR HARRIS LT I
42X58 18 UP SHEETWISE-4M IPH

EASY ON THE EYE...

TICONDEROGA OFFSET

For quality reproduction without glare—multicolor or monotone—specify clear, blue-white Ticonderoga Offset. Famous for good press performance, its greater strength stands up under handling and folding.

Use it for announcements, posters, brochures, book jackets, travel folders, broadsides, booklets, house organs, programs, menus, calendars, catalogs, prospectuses, inserts.

Like all Ticonderoga Book Papers, Ticonderoga Offset offers you the unbeatable combination of quality and value. Call your local paper merchant for samples.

your most dependable source of supply . . .

INTERNATIONAL

FINE PAPER & BLEACHED BOARD DIVISION



PAPER

NEW YORK 17, N.Y.

MEDIA



OUTLOOK

by carol bick toley

Media trends to watch — most of them recession bred

There are some of the significant trends which the recession has spotted or spawned, both among advertisers in their use of media and among the media as they strive to sell their wares. Though largely recession-bred, many of the trends are more deeply rooted and show signs of lasting — for better or worse.

Despite all the apostles of more aggressive ways to determine the value of advertising budgets, most companies still buy advertising by the percentage of sales method. In the so-called durable goods recession, that fact caused, of course, a drop in durable goods advertising. But, conversely, it was reasonable, too, for the advertising budget in many non-durable fields, such as drugs, toiletries, tobacco and the like, where sales generally held up, and even rose.

Total advertising expenditures held up surprisingly strongly during the recession's worst, and may be very near equalling last year's total figure. This is probably due to persistence of the percentage-of-sales method of buying advertising — not only in the unaffected product fields, but also in the afflicted ones, where advertising expenditures do not seem to have been cut below sales levels (e.g., autos).

Advertisers in afflicted product fields are leaning heavily on research to find out what went wrong. We wonder if many media men know, for instance, how many

different studies General Electric has ordered this year to find the reasons behind the durables' slump — explorations that range from saturation analyses to the product servicing situation.

We bring this up because of many media's naive approach to the recession — i.e., those cliché ads urging business to increase advertising as a sales cure-all. Not a media ad we can think of showed much comprehension of today's complicated marketing problems and processes (not to mention the complexities of the recession) as it plugged advertising as the panacea for poor sales.

- There is more advertiser interest, too, in studies of how to use advertising more effectively. It isn't easy for the media to keep abreast of this research, but they should certainly try.

Schwerin, for instance, has a study for a widely used, long and heavily advertised product which shows that a single television spot now accomplishes as much for a major brand of this ubiquitous product as do the three commercials on a half-hour program—quite a switch from George Washington Hill's pet theory.

- If some product fields were much more affected than others by the recession, the same held true in the media field. And it was television that emerged as today's most favored medium. Chief reasons we've heard given for television's favored position — and by favored we mean that its sales kept going up while those of other media, particularly for mass audiences, its impact, its print, kept going down: its chance

relatively lower (than print) cost-per-thousand, its research showing exactly what you get for your advertising dollar. Advertisers, it is true, are now calling the shots in television to a greater extent than they have been able to so far. But that seems to make them favor the medium even more.

- The print media are reappraising sales policies and people in as professional a way as the more alert marketers do the job — quite a switch for these media. The key trend in this reappraisal by the print media is the use of motivation research techniques to find out how advertisers regard the various media, so that selling and servicing of advertisers will be more to the point, and, hopefully, thus more effective.

- Despite the sales slump for so many media, advertising rates are on the rise. In the 1949 recession, LIFE cut rates, but nobody is using that weapon today. The rate rise moves do show some confidence in the immediate future, but for the most part they are forced by the dipping sales, rising costs viscerally squeezing media profits.

The magazine business, for instance, has had an average profit ratio for years of around 3% of sales. It will be even worse this year. (To add insult to the injury that it did the medium, Crowell-Collier is now showing healthy profits without its magazine properties.)

The media rate rises, however, are nearly all accompanied by circulation increases and will also be backed up as they take effect by more aggressive selling and promoting.

(Continued on page 60)





TIME

Presents

SUPERBIA

the superlative market
of executive and professional families

THE LION'S SHARE of your market for almost anything sold to business goes home after five p. m. to a certain kind of suburb in which the readership of TIME is thickly concentrated.

Here the incomes and home valuations and standards of living are the highest in the world—and here a great many of the men who read TIME each week talk and think and eat and sleep and have their being.

Here they consult with their TIME-reading hostess and home-executive wives about the thousands of purchases for home and family that make SUPERBIA truly a superlative market for everything from appliances to automobiles, from drugs to travel.

And here, in uncounted millions of conversations with other executives, or with editor, doctor or lawyer friends, the names of America's leading businesses are bandied about in a give and take that can make or break a corporate reputation anywhere in the world.

The readers of TIME are a powerful and numerous market, 2,700,000 families of them all around the world. Alone, they could consume the entire output of many American businesses. Tell them, sell them and keep them on your side.



TIME: The way to reach America's Executive and Professional families



Some Sales Situations Are Suprisingly Confused

It is hard sometimes for a salesman to tell who is buying what and for whom . . . particularly in the sale of equipment and materials for engineered construction . . . new and expanded industrial plants, commercial and public buildings, utility stations, dams, highways, or bridges.

Untangle all the buying influences and you will find it is the consulting engineer who actually selects and specifies your product or your competitor's by catalog name and number.

Speaking of catalogs, if you want to know how yours can be made more effective, write for a copy of *How to Prepare Catalogs for Consulting Engineers*, a report based on the opinions of one-hundred eminent American consulting engineers.

Consulting Engineer

Wayne near Pleasant Street
St. Joseph, Michigan



(Continued from page 57)

Thus the media are also spending money to make money. On the whole, those media spending money are spending it to improve sales and circulation, not plant product.

- Individual media are thinking up new space and rate lures for advertisers. SATEVEPOST has all sorts of fancy space units for sale, from multiple-page "spectaculars" to dutch-door ads, ads with products affixed, etc. *Life* has new quick closing dates for two-color ads, allows half pages in color. READER DIGEST offers two-colors at the same price as black and white, no longer charges at all for bleed.

CBS-TV lets you run exchange commercials on available time other than the alternate half of the program you sponsor.

- Nonetheless, there is a perceptible lessening of competition within each media field, much more emphasis on battling the other major media fields. At first glance, this may not seem to be true (it isn't for the television networks). LOOK, for instance, strongly promotes box car audience figures. LIFE is pitching not so much audience numbers as audience caliber in terms of buying power. SATEVEPOST, in the first audience study it ever did on its own, presents the figures in terms of number and types of readers exposed to advertising pages. Nonetheless, the magazine publishers have never been so chummy.

For the first time, they are parting with a lot of money, through the Magazine Advertising Bureau for industry-wide research projects.

Some publications in the news weekly, the women's service and the farm field are promoting their entire fields including competitors instead of selling against each other as they did so viciously for years.

Pretty much the same sort of peace reigns in the newspaper business, which is also paying out for extensive research for the first time.

Sometime, the newspapers are fighting television with a vengeance that has television crying out loud. The magazines are finally beginning openly to pit their audience against television's. Radio has taken to berating direct mail.

New Products & Test Markets

The all too familiar product obsolescent theory received a singular jolt last month. Carrier Corp. says it is taking a firm stand against this marketing concept.

Starting perhaps by 1960, Carrier will only introduce new home air-conditioning units "when there are significant advances in performance and design."

In other fields, particularly in non-durable consumer goods, manufacturers are moving ahead full steam. Increased numbers of new products are hitting the market this month as industry moves in on the fall and the all-important Christmas selling season.



Foods. Seabrook Farms (Seabrook, N. J.) introduced seven new frozen vegetables in its "mylar miracle pack," a disposable cooking container. Successfully marketed in Toledo, (Ohio), the line includes chopped broccoli au gratin, Creole succotash, and potatoes and peas in cream sauce. Next step: expanding distribution and a companion ad schedule. Agency: Smith-Greenland.

Giving another plug for Hawaii in mainland marketing is Royal Hawaiian Macadamia Nuts, grown and packed by Castel & Cooke. Class magazine advertising for next 12 months will promote this new appetizer and snack. Agency: N. W. Ayer & Son.

Dr. Pepper (Dallas) is experimenting in two southwestern consumer markets with plastic bottle carries which hold six regular-size bottles or three 26-ounce bottles.



Apparel. The boom in miracle fabrics continues. American Cyanamid (New York) will introduce its Creslan acrylic fiber to the textile trade through a series of business paper ads. The fiber has several benefits — wrinkle resistance and easy dyeability. Starting early next year, consumer ads in fashion and class magazines will dovetail with the business publication schedule. Agency: Ben Sackheim (New York).

A blanket with plastic on one side and blanketing fabrics on the other is being manufactured by Blankets, Inc. (Chicago). Available in a bright polyethylene bag, the blanket is intended for sporting events and outdoor spectator sports. Retail from \$4.95 to \$7.95. Agency: Elwin (Chicago).

Modernage Hosiery, a division of Phoenix Hosiery (South Pottstown, Pa), has started packaging nylon stockings in cans. Each can contains two pairs plus a special soap. Modernage currently is pushing national distribution in supermarkets. The change to cans after nine years of food store retailing with other types of packages permits better display and assures customers of "factory fresh" merchandise. Agency: Marketing & Advertising Assn. (Philadelphia).

More fashion available in writing instruments. Sheaffer (Ft. Madison, Ia.) which last spring started to market Lady Sheaffer pens as a fashion accessory, has found a new mate: accompanying and equally-fashioned pencils. The pencils retail from \$4.95 to \$64; ensemble prices from \$14.95 to \$175. Sheaffer aims for a big Christmas selling push. Agency: BBDO (Chicago).

Drugs & Toiletries. Cough drops make news. Cocilana Wild Cherry Cough Nips, a new flavor, will be marketed throughout the northeast states at 10¢. A saturation six month spot radio campaign starts October 13. Also included is car card coverage in New York's entire subway system. Agency: Emil Mogul.

Vick Chemical (New York) offers lemon-flavored Vitamin C cough drops aimed at the teenage market. A billboard campaign in 20 cities and New York's subway lines plus ABC-TV's American Bandstand show will promote the drops this fall. Agency: Morse International.

Johnson & Johnson (New Brunswick, N. J.) has introduced three baby gift sets in small, medium and large sizes. The sets, retailing at \$1.50, \$2.25 and \$3.50, come with powder, cream, lotion and cotton buds. J & J furnishes a special waterproof tray with the two higher-priced lines. Agency: Young & Rubicam.

Hazel Bishop (New York) has shown its Ultra-Matic compact, a refillable metal compact for pressed powder. A November and December magazine schedule, besides newspaper, spot TV and business papers, will promote the \$2.50 compact. Refills sell at 79¢. Agency: Raymond Spector.

Vazol medicated spray vaporizer, produced by Lanolin Plus (Chicago), will have national distribution following recent tests in New York and Philadelphia. Claimed to be effective against colds and other nasal disorders, Vazol retails at \$1.69. National advertising starts this month in broadcast media and newspapers. Agency: Proebsting, Taylor (Chicago).

Max Factor (Los Angeles) breaks next month with full-page ads in Life and Vogue to introduce Hypnotique. Aimed at the Christmas market, the perfume will also be promoted in December in magazines, newspapers and TV. Agency: Kenyon & Eckhardt (Los Angeles).

Smith, Kline & French (Philadelphia) offers a new drug, Temaril, claimed to be effective against itching. Taken orally, Temaril is available on prescription only. It has already been tested on some 12,000 patients.

★ ★ ★

Miscellany. Gulton Industries Metuchen, (N. J.) has introduced Life-Lite, a permanently rechargeable flashlight. Gulton, making its first consumer product, has test marketed the flashlight for the past several months. More than \$100,000 has been allocated for advertising during the balance of this year. Life-Lite, which sells for \$5.95, weighs three ounces and fits in the palm of the hand. Agency: William Nicosia Advertising (New York).

Schick (Lancaster, Pa.) which initially marketed a \$12.50 butane lighter last fall, will expand the line to include units at \$8.95. It aims to attract the under \$10 Christmas market. The lighter will share advertising space with other Schick products on the Phil Silvers TV show (CBS-TV) plus full-page ads in ESQUIRE, LIFE, and Sunday supplements in 80 markets. Agency: Benton & Bowles.

Pyroceram, first devised by Corning Glass for use in nose cone of missiles, has been developed for use in consumer products. Corning Ware, claimed by the company to be lighter than aluminum and many times sturdier than plate glass, is being introduced market-by-market as a new houseware. Distribution now includes New England with eventual national distribution planned for late 1959. Corning Ware will use newspapers and spot TV on a regional basis. Agency: N. W. Ayer & Son.

Cracker Barrel Advertising

You can get so slick with words and pictures that you slide right away from the person you want to get next to in your advertising.

Or you can stick pretty close to the cracker barrel, which is another way of saying we try to tell people the simple, homespun things they want to know about a product.

That's why, even though we use the modern advertising tools, we keep our seat on the cracker barrel when we reach for the stars.



We work for the following companies: ALLSTATE INSURANCE COMPANY • AMERICAN MINERAL SPIRITS CO. • APPOINTMENT COSMETIC MILLS, INC. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • THE BISSELL CARPET SWEEPER CO. • BROWN SHOE COMPANY • CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER BARREL CO. • CRANE CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA, INC. • PHILIP MORRIS INC. • PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

Wall Street Looks At Advertising

by mike hughes

Merrill Lynch managing partner Michael McCarthy explores the relation of consistent advertising to consistent growth and the development of new markets.

"One of our account executives called upon a lady to give her our appraisal and analysis. During the conversation, he asked her about her broker because she was not a Merrill Lynch customer.

"She had no broker or investment consultant. She merely told her bank what and when to buy based on a homemade system: she bought only securities in corporations that were consistent advertisers in a large weekly magazine.

"If a company advertised consistently, she figured, it was a sound enough investment to merit her own investment."

Michael William McCarthy, 55-year-old managing partner of Merrill Lynch Pierce Fenner & Smith, tells this story. He contends, of course, that there are many factors, besides advertising, to use in judging a company.

"However, it is possibly more than a mere coincidence that so many companies that are consistent advertisers also have consistent earnings and dividends records."

McCarthy, named to his present position last December to succeed Winthrop Smith, now a directing partner, is alert to current and future marketing trends as indices of growth for companies and industries.

In fact, Merrill Lynch's nomination for growth companies include American Natural Gas; Continental,

Gulf and Phillips (all oil), IBM, Minnesota Mining & Manufacturing, Chas. Pfizer and several insurance companies. Industries tabbed for "growth": drugs, chewing gum, soft drinks, defense electronics, areas in food processing, food chains, soap and all forms of tobacco.

To say that McCarthy has a marketing eye is no understatement. Prior to joining Merrill Lynch in 1940, he spent his earlier years in the San Francisco area operating several retail food chains. Safeway, organized by the late Charles Merrill, was his last retail assignment prior to his entry into the brokerage business.

In fact, Safeway was founded by Merrill and is now headed by his son-in-law, Robert Magowan, a former Merrill Lynch partner.

McCarthy's knowledge of retailing and mass distribution now applies to his present job. He operates a brokerage house (125 "retail" offices in 112 cities and overseas) where advertising and public relations play an important part in the sales effort.

To the "growth" companies on which it reports, Merrill Lynch sets a vigorous example: between first half 1950 and first half 1958 its income from operations doubled to an annual rate of \$90,000,000.

In the eight years sales manpower

er has expanded two and a half times, to 1,650 "account executives" and expenditures for advertising, sales promotion and "educational" have quintupled to \$1,800,000.

The \$1,100,000 budget for space advertising this year (through Robert Frank-Guenther Law) probably is twice as large as that of any other investment firm. After much testing, Merrill Lynch has found most productive media to be financial pages of metropolitan newspapers, financial publications, new weekly magazines and other books reaching a literate readership, such as HARPER'S and THE NEW YORKER.

"Education," however, includes the firm's own fortnightly Investor's Reader, with a current "request" circulation of 187,000; films, lectures on investing, exhibits at scores of county fairs and at the Grand Central (N.Y.) Investment Information Center, which in 30 months has attracted a total of 3,406,800 people to 15 two-month corporate "pitches."

What's more, Merrill Lynch conducts market studies just as advertisers of other products do. One such survey went to nearly three quarters of Merrill Lynch's 450,000 customers. Some 125,000 returned the questionnaire.

From the results the brokerage house learns about customer's income, investment outlook and buying habits.



✓ Advertisers in New York News, 1957
 ✓✓ Spent more money in The News than in any other New York City newspaper

	Total U. S. Expenditure	Spent in N.Y. News	News % in N.Y.
✓ 1 General Motors Corp.....	\$52,390,306	\$729,431	16.9
✓✓ 2 Ford Motor Co.....	31,533,144	601,635	24.7
✓✓ 3 Chrysler Corp.....	26,144,287	501,614	23.5
✓✓ 4 Lever Bros. Co.....	14,288,510	606,840	47.8
✓✓ 5 Distillers Corp.— Seagram's Ltd.....	11,781,350	669,431	33.3
✓✓ 6 Colgate-Palmolive Co.....	8,663,208	393,149	43.0
✓✓ 7 National Distillers & Chemical Corp.....	8,541,769	186,343	35.3
✓✓ 8 Schenley Industries, Inc.....	8,295,414	181,515	36.1
✓✓ 9 Procter & Gamble Co.....	7,939,655	246,390	47.5
✓✓ 10 General Foods Corp.....	7,917,380	169,861	42.4
✓✓ 11 National Dairy Products Corp.....	6,848,351	376,438	47.5
✓✓ 12 General Electric Co.....	6,799,213	322,164	47.1
✓✓ 13 Philip Morris & Co., Inc.....	5,464,195	278,027	43.3
✓✓ 14 American Tobacco Co.....	5,265,110	238,983	32.8
✓ 15 Studebaker-Packard Corp.....	4,804,199	93,153	24.9
✓✓ 16 R. J. Reynolds Tobacco Co.....	4,600,007	160,994	38.0
✓✓ 17 Campbell Soup Co.....	4,493,783	458,512	77.4
✓✓ 18 P. Lorillard Co.....	4,205,610	202,941	28.4
✓✓ 19 Eastern Airlines Inc.....	4,174,114	346,977	24.2
✓✓ 20 Hiram Walker-Gooderham & Worts, Ltd.....	4,076,145	139,397	28.2
✓✓ 21 Quaker Oats Co.....	3,839,399	198,935	67.3
✓✓ 22 Standard Brands, Inc.....	3,743,465	117,263	27.7
23 Coca-Cola Co.....	3,469,297	—	—
✓✓ 24 Gulf Oil Corp.....	3,366,630	54,026	20.4
✓✓ 25 National Biscuit Co.....	3,362,597	218,685	78.0
✓✓ 26 Gillette Co.....	3,212,481	202,950	60.7
✓✓ 27 Armour & Co.....	3,188,021	154,500	61.9
✓✓ 28 Bristol-Myers Co.....	3,120,537	232,626	58.5
✓ 29 Pillsbury Mills, Inc.....	3,114,078	55,666	32.6
✓✓ 30 Pepsi-Cola Co.....	3,087,613	112,714	34.7
✓ 31 Doubleday & Co., Inc.....	2,965,086	113,718	19.4
✓✓ 32 General Mills, Inc.....	2,910,816	41,707	34.8
✓✓ 33 Goodyear Tire & Rubber Co.....	2,906,589	133,490	75.3
✓✓ 34 American Motors Corp.....	2,807,997	52,817	34.5

	Total U. S. Expenditure	Spent in N.Y. News	News % in N.Y.
✓✓ 35 Liggett & Myers Tobacco Co.....	2,763,668	182,470	41.6
✓✓ 36 Standard Oil Co. (Indiana).....	2,763,047	6,595	26.0
✓✓ 37 Jos. Schlitz Brewing Co.....	2,711,244	110,245	39.9
✓✓ 38 Westinghouse Elec. Corp.....	2,686,786	55,566	42.0
✓✓ 39 Standard Oil Co. (N. J.).....	2,682,164	117,449	36.3
✓✓ 40 Liebmann Breweries, Inc.....	2,644,463	595,403	32.0
✓ 41 Socony-Mobil Oil Co., Inc.....	2,563,252	64,035	20.0
✓✓ 42 Wesson Oil & Snowdrift Sales Co.....	2,516,264	184,170	65.3
✓ 43 American Airlines, Inc.....	2,498,676	96,225	17.0
✓✓ 44 Sterling Drug, Inc.....	2,423,801	170,557	59.9
✓✓ 45 Kellogg Co.....	2,422,979	122,126	57.0
46 Carnation Co.....	2,409,464	—	—
✓ 47 Trans-World Airlines, Inc.....	2,387,818	162,017	22.0
✓✓ 48 Carter Products, Inc.....	2,372,555	89,836	41.0
✓ 49 Curtis Publishing Co.....	2,323,734	36,160	5.0
✓ 50 United Air Lines, Inc.....	2,280,948	104,609	22.0
✓ 51 Hunt Foods & Industries Inc.....	2,270,875	4,710	2.0
✓✓ 52 Shell Oil Co.....	2,240,129	60,300	37.0
✓ 53 Du Pont De Nemours & Co.....	2,224,897	70,678	18.0
✓✓ 54 Philco Corp.....	2,130,415	92,438	59.0
✓✓ 55 Continental Baking Co.....	2,126,142	75,010	70.0
✓✓ 56 Warner-Lambert Pharmaceutical Co., Inc.....	2,101,024	143,748	55.0
✓✓ 57 Prudential Insurance Co.....	2,066,847	115,081	56.0
✓✓ 58 Borden Co.....	2,037,519	110,089	37.0
59 Wm. Wrigley Jr. Co.....	2,030,673	—	—
✓ 60 Sun Oil Co.....	1,988,756	46,119	30.0
✓ 61 G. F. Hueblein & Bros., Inc.....	1,950,250	82,815	22.0
✓✓ 62 American Home Prod. Corp.....	1,919,172	60,853	40.0
✓✓ 63 Nestle Co. Inc., The.....	1,889,158	155,868	42.0
✓ 64 Glenmore Distillers Co., Inc.....	1,834,818	10,472	25.0
✓ 65 Pan American World Airways.....	1,824,054	59,849	9.0
66 Phillips Petroleum Co.....	1,774,172	—	—
✓ 67 Renfield Importers, Ltd.....	1,756,395	68,909	20.0
✓✓ 68 Swift & Co.....	1,754,464	36,289	69.0
✓✓ 69 Standard Oil Co. (Calif.).....	1,749,413	16,124	45.0



In 1957 ... of the 100 leading general advertisers in newspapers

98 ran in New York City newspapers

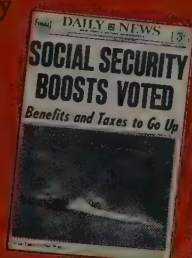
✓ 95 used the New York News

✓ 70 spent more money in the News
than in any other New York City newspaper

33¢ of every dollar spent by the
100 leading national advertisers in all New
York City newspapers went to The News.

The preference for The News includes
25 of the 29 grocery product advertisers
listed, 3 of the 5 automobile, 6 of the 9
oil advertisers, 5 of the 9 distillers, 3 of
the 4 insurance advertisers, and all of the
drug product, cigarette and tire advertisers

In the New York market, there is no
comparable substitute for the coverage,
the quality audience, the influence and
impact—and the economy
—of the New York
News, for any advertiser.



	Total U. S. Expenditure	Spent in N.Y. News	News % in N.Y.
✓ 70 Hawaiian Pineapple Co., Ltd.	1,724,467	85,358	44.7
✓ 71 Publicker Industries, Inc.	1,718,057	98,068	41.8
✓ 72 Brown-Forman Distillers Corp.	1,672,502	7,042	11.7
✓ 73 Institute of Life Insurance	1,647,960	31,443	20.0
✓ 74 H. J. Heinz Co.	1,633,303	145,010	61.8
75 Stokely-Van Camp, Inc.	1,632,450	—	—
✓ 76 Time, Inc.	1,630,860	11,430	1.6
✓ 77 Johnson & Son, Inc.	1,575,904	104,421	52.6
✓ 78 Radio Corp. of America	1,572,306	142,130	39.5
✓ 79 National Airlines, Inc.	1,571,710	160,995	21.5
✓ 80 Delta Airlines, Inc.	1,519,608	60,561	23.4
✓ 81 Reader's Digest Assn., Inc.	1,504,352	44,783	27.0
✓ 82 Firestone Tire & Rubber Co.	1,456,512	66,378	57.2
✓ 83 Plough, Inc.	1,429,079	93,212	55.3
✓ 84 Anheuser-Busch, Inc.	1,381,452	105,944	74.5
✓ 85 Canada Dry Ginger Ale, Inc.	1,373,549	64,261	24.6
✓ 86 Corn Products Refining Co.	1,372,919	83,096	59.8
✓ 87 Cannon Mills, Inc.	1,366,753	67,897	55.9
✓ 88 Beacon Co.	1,322,401	160,162	40.0
✓ 89 Brown & Williamson Tobacco Corp.	1,316,102	45,956	19.7
✓ 90 Whirlpool Corp.	1,314,338	80,216	39.8
✓ 91 California Packing Corp.	1,310,805	84,999	54.5
✓ 92 B. F. Goodrich Co.	1,306,867	20,472	27.5
✓ 93 Sinclair Refining Co.	1,265,346	43,420	37.9
✓ 94 Rath Packing Co.	1,256,470	40,200	34.1
✓ 95 Allstate Insurance Co.	1,238,246	64,088	68.7
✓ 96 New York Life Insurance Co.	1,226,901	76,150	59.3
✓ 97 Stanley Warner Corp.	1,211,793	19,852	38.7
✓ 98 Helene Curtis Industries	1,205,572	116,394	69.6
✓ 99 Libby, McNeill & Libby	1,197,422	42,816	51.1
✓ 100 Motorola, Inc.	1,154,735	98,490	100.

TOTAL \$395,551,133 \$14,164,951 33.1

THE NEWS, New York's Picture Newspaper
with more than twice the circulation, daily and Sunday,
of any other newspaper in America



Advertising To Industry

by scotty sawyer

Who pays for plugs?

An opinion expressed by the 4-A committee on business publications clarifies one hitherto vexing policy matter.

Some business publications—particularly those which specialize in new product information—make a practice of seeking reimbursement for cuts to be used with news releases. They do this in one of three ways:

1. By asking permission, in advance of publication, to charge for cost of plates, presumably to be used with the news releases.

2. By billing the agency or advertiser, in advance of publication, without permission.

3. By billing *after* publication, without asking permission.

Some agencies and advertisers oblige the theory of this practice by authorizing, by a statement on the publicity release form, a charge for the cut.

Now the 4-A committee has declared itself as believing that "whether a publicity item is to be printed should depend solely on editorial value to the publication. The practice of charging for editorial insertions may have an adverse effect on editorial objectivity and reader interest."

This point of view has been well expressed in a form letter which is used by Fred Wittner Advertising in response to any effort by a publisher to collect for making an engraving.

I think the letter is worth reproducing here, not just for its relevancy to the cut problem, but also because it bears upon the broader topic, frequently men-

tioned here, of the importance, in this business of ours, of *reader respect* which transcends all other considerations in publishing, advertising and marketing.

"It is our consistent policy not to honor any charges for editorial material which we release concerning our clients. You may be right in stating that many advertising agencies do pay such charges, but we do not happen to subscribe to this practice. It is not the matter of the small charge with which we take issue—in most cases the charge is of little consequence—but the principle of engendering, condoning, or furthering the dilution of editorial vitality and integrity.

"Advertising agencies should be interested in seeing that editorial vitality is not only maintained but strengthened, or else the very media they depend upon will lose their effectiveness. In charging for publication of editorial material there is an implication that only those who pay will receive mention in the news columns. This becomes a matter of buying editorial space, and the editor's function of impartial decision based solely on the significance, importance and appropriateness of the publicity material is nullified.

"We are fully sympathetic to publishers' cost problems, but believe that subscription charges, space charges, and other conventional income sources should be adjusted to provide whatever revenue the publisher needs. To pass along any costs by means of charges for editorial space is, we feel, a serious mistake, and if readers were

generally aware of the practice they would soon conclude that editorial objectivity was questionable with the result that reader interest and support would tend to decline.

"Loose" writing

My opinion is that next to governmental handouts, the most difficult form of reading is industrial advertising.

One of the handicaps—let's say "constrictions"—which we advertising writers have to contend with is our clients' attitude toward copy. Most advertiser managements insist upon the commonplace.

Then, too, the limitations of lay-out demand that we "write tight."

However, I think that if our copy attempted to say less, but to say with more charm, we'd do our readers a big favor.

My experience, though, has been that the average account executive would prefer the copywriter to be conventional; then there will be less chance of a quarrel with the client.

But we should quarrel more with the client on this matter.

When the client insists upon being pompous, we can at least point to the writing styles of *Time*, *Inc.* publications. We know that *Time* writing is extremely lively—and by no means as "curt" as you'd think.

I'm sure that the editors wouldn't want their writers to write the way they do unless they were certain that that style is the very best way of getting read by the "stuffed shirts" who are their readers, our clients' customers, and our clients.

(Continued on page 70)

**The key media buy
of 1959 ...
the crisp, new
colorgravure magazine**

Beginning in January:

Advertisers will have new access to the golden market of *Suburbia* with its dynamic concentration of buying power. *A pilot list of newspapers and markets already accepted for distribution of SUBURBIA TODAY is available from your representative. Call him today.*

Suburbia Today

THE MAGAZINE OF PLEASANT PLACES

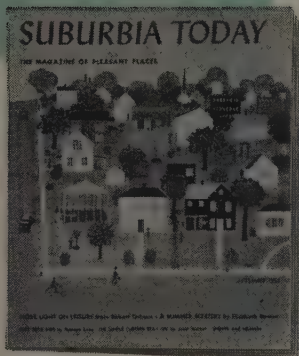
SUBURBIA TODAY will, in every way, reflect a way of wonderful living — the suburban way. It will be intelligent, zestful and of immediate interest to more than a million discerning families whose interests and activities identify them with the suburban way of life.

As the colorgravure supplement of outstanding community newspapers, SUBURBIA TODAY will combine their unusually high readership with the charm and color of a fine national magazine to provide a magic sales key to the golden market of suburbia.

SUBURBIA TODAY will follow the most prosperous families — and the most alert retailers — into carefully selected suburban communities of leading metropolitan centers. It will follow the smart new shopping centers where leading supermarkets, drug stores and retail outlets of soft and hard goods have located to serve their prime prospects. More and more suburban buyers are making major purchases right in their own local communities.

Published exclusively for suburban families, SUBURBIA TODAY will reach those communities where incomes are considerably above average, where home ownership is highest, and where the two-car family abounds. These are suburbs where people do a lot of living and a lot of buying. Plan now to be in the January issue of SUBURBIA TODAY.

Write for complete data, including Effective Buying Incomes, of markets already selected by SUBURBIA TODAY.



Have you seen the
re-publication sample
issue of
SUBURBIA TODAY?

SUBURBIA TODAY
will be published monthly with
more than one million circulation guaranteed.
Plan now to include SUBURBIA TODAY
in your 1959 advertising plans.

* Suburbia Today

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
James L. Thompson, Advertising Manager

153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Building
LOS ANGELES 5: Blanchard-Nichols, Assoc.,
633 South Westmoreland Avenue

SAN FRANCISCO 4: Blanchard-Nichols, Assoc.,
33 Post Street

MIAMI 32: J. Bernard Cashion,
Chamber of Commerce Building

a pleasure to handle!

True. A bulky wife can be a problem. But Tyton Joint pipe - never!

In fact, Tyton Joint pipe is so easy to assemble that even inexperienced crews pick up the know-how quickly. Only one accessory needed—a specially designed rubber gasket that seats into the bell. The contracting pipe slides in, compresses the gasket to give a tight, permanent seal.

No ball holes. No caulking. No nuts or bolts to fasten. And Tyton Joint pipe can be laid in rain or a wet trench.

Want full details on how Tyton Joint pipe can save pipe laying, time and trouble? Call or write today.

U. S. PIPE AND FOUNDRY COMPANY
General Office: Birmingham 2, Alabama

A WHOLLY INTEGRATED PRODUCER FROM MINES AND BLAST FURNACES TO FINISHED PIPE

FOR WATER, SEWERAGE AND INDUSTRIAL SERVICE

"Not funny."

(Continued from page 68)

Humor has to be funny

When industrial advertisers attempt to attract attention by means of humor—in the form of cartoons, for example—the results are apt to be pretty painful.

Just getting a familiar funny man to make a drawing isn't enough. The situation or the caption has to have a laugh in it—or the reader will say, "Well, *that* isn't very funny," and may miss the point of the advertising.

U. S. Pipe and Foundry Company used *ESQUIRE's* Paul Webb, who does the mountaineers, to illustrate an ad on Tyton Joint pipe. Three of the brothers are watching Maw hit Paw over the head with a pitcher. Gag line: "Betcha Paw wishes Maw was as easy to handle as Tyton."

Not funny.

Steinberg, who usually fractures me, has a picture of water sprinkling from Lewis-Mathes seamless copper tube on a little girl. Headline: "How to keep the Fountain of Youth from Aging."

Huh?

On the other hand, an ad by Moore & Munger, importers of pottery clay, has a drawing, in woodcut imitation, of some cave-dwellers, one of whom, holding in his hand a wheel, says, "I know it isn't good for anything. It's just pure research."

I thought it was funny, and also

appropriate for the message, which is:

"The theory of pure research by competent scientists working in ivory towers is accepted by business today as the surest guarantee for the continued progress of civilization in a world of booming popu-

5761-2145

fastidious

How to keep the Fountain of Youth from Aging...

Lewis-Mathes Seamless Copper Tube and Pipe...
1. Lewis-Mathes Seamless Copper Tube and Pipe...
2. Through its pores, the Lewis-Mathes healthful...
3. Lewis-Mathes Seamless Copper Tube and Pipe...
4. When no thing power is available, it can still...
5. Lewis-Mathes Seamless Copper Tube and Pipe...

LEWIS & MATHES
SAINT LOUIS, MISSOURI

"Huh?"

lations and shortening lines of communication and transportation.

"The scientists and technicians at Moore & Munger's Ceramic Laboratory are not looking as far ahead as the prehistoric character in our cartoon—but they are exploring new frontiers of science for the ceramic industry in basic clay research and clay utilization techniques."

Fringe circulation

Dick O'Brien of Rogers Publishing Company, one of the nice guys in our business, reports a new service for advertisers in **PURCHASING NEWS**.

This publication's circulation is 100% confined to the metalworking industry. In fact, its qualified circulation was built by asking the chief engineer of every metalworking plant employing over 100 people if the purchasing men received **PURCHASING NEWS** were actually the men with whom his department worked in the procurement of parts and materials for original equipment application.

For those advertisers who have small markets outside the metalworking industry, **PURCHASING NEWS** offers a direct mail service, utilizing a list covering 14,000 non-metalworking plants.

Thus an advertiser who has, say, 90% of his market in the metalworking industry and 10% in some others, can use direct mail advertising to those industries to supplement publication advertising in **PURCHASING NEWS**.

It also means that **PURCHASING NEWS** can devote its editorial treatment to metalworking subjects exclusively and still provide a measure of covering purchasing departments in other industries which it might be expensive to cover through other magazines.

I KNOW IT ISN'T GOOD FOR ANYTHING. IT'S JUST PURE RESEARCH.

MOORE & MUNGER
33 Rector Street, New York 6, N. Y.

The theory of pure research by competent scientists working in ivory towers is accepted by business today as the surest guarantee for the continued progress of civilization in a world of booming populations and shortening lines of communication and transportation.

The scientists and technicians at Moore & Munger's Ceramic Laboratory are not looking as far ahead as the prehistoric character in our cartoon—but they are exploring new frontiers of science for the ceramic industry in:

- ◆ BASIC CLAY RESEARCH
- ◆ CLAY UTILIZATION TECHNIQUES

Moore & Munger is the nation's largest importer of only the finest English Pottery Clays—both ball and china—and French talc. Our new, modern laboratory is staffed and equipped to help you use these products in your best interests. If you would like to know more about our services and products, please drop us a line.

"... funny and appropriate ..."

Advertising cheapskates

Not much time passes, I've found, between the occasions when I am asked to produce a statistic representing the ratio of ad production cost to space cost.

To many who purchase business space the relation of the sum part, composition and plate costs the publication's charge is outrageous. Advertisers indicate that these expenses should be somehow reduced.

The advertising profession has met this challenge fairly successfully by promoting the idea that is tactically sound as well as economical to repeat ads, thus spreading production costs over a multiple of ad appearances.

But this doesn't fool some advertisers who still think that paying \$100 for mechanical production to \$500 of white space is unjustifiable.

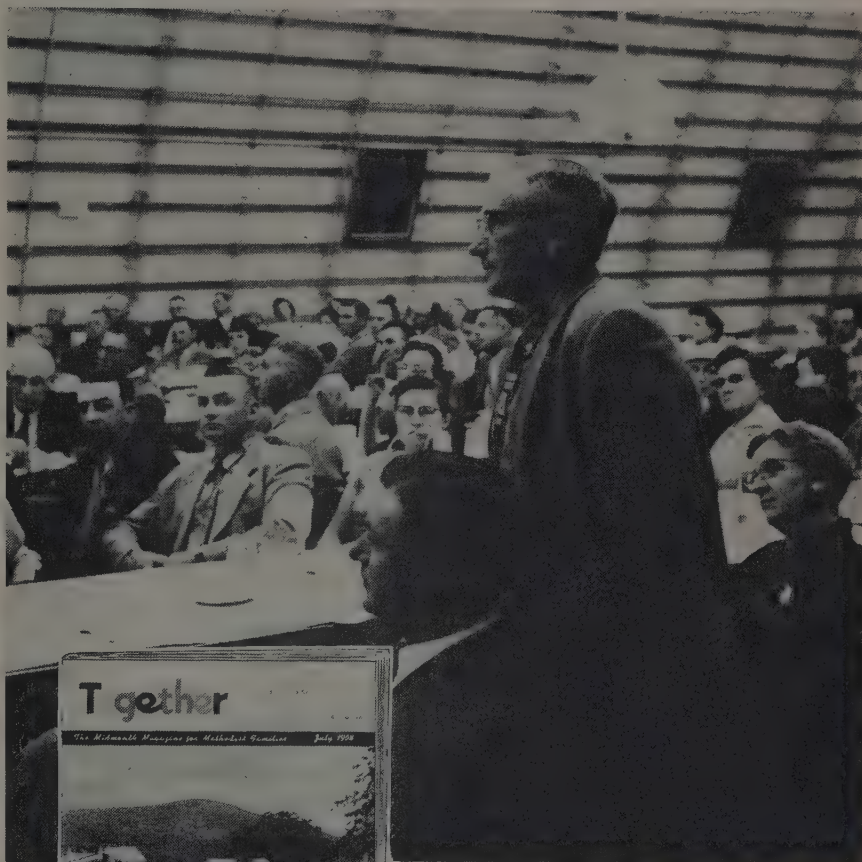
The fact remains, for all to see, that at a square inch of engraving costs just as much whether it ends on the presses of the UNDER-SEKER'S GAZETTE or the presses of RE. And that the union rates for setting text don't vary according to who's going to read the words. The only place left to cut is the visual, and that's why you see so much miserable art and photography in business magazines.

I wish that, in this as in other advertising matters, the people who buy the bills would think in terms of the *objective* rather than in terms of the means. The objective of an ad is not to occupy so many square inches of paper; its objective is to put ideas into other people's minds. That being the case, it is well to consider that probably 90% of all industrial ads are attempting to influence a bigger ticket purchase than 90% of all consumer ads. A breakfast food manufacturer doesn't hesitate to invest thousands of dollars in an ad to sell a product costing pennies to hundreds of thousands of families. The industrialist is fortunate; he doesn't have to sell to many people, so his space cost is low. So he shouldn't quail at investing a decent amount of money to communicate with skill and style to people who may be fewer but who certainly have big money to spend.

This is..

Together

The colorful mid-month magazine devoted to family living.



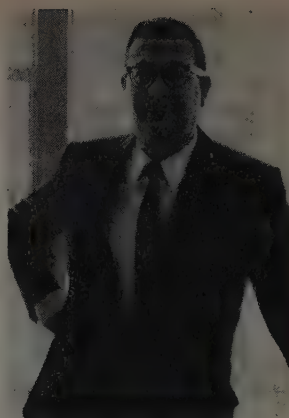
A wheat farmer on his feet firing a tough question at foreign trade experts during the recent "Little UN" meeting in Kansas. Photograph from TOGETHER's picture story, "Diplomats Visit the Kansas Wheat Lands."

The active interest in community life shared by TOGETHER readers stamps them as among the leaders in community, church and civic affairs. Matching this interest with on-the-spot reports of significant events—such as the "Little UN," where farmers, merchants and housewives gather with representatives of foreign nations—TOGETHER occupies a place of special importance in over 900,000 homes each month.

READ BY OVER 900,000 CHURCH FAMILIES

TOGETHER . . . the Midmonth magazine for Methodist families,
740 Rush Street, Chicago 11

one



adman's

by lester leber

As the freshest new idea in the generally uninspired advertising of distilled spirits, honors go to Four Roses Gin (see cut).

With so much liquor copy based on the assumed superiority of imports, here is a neat switch. Londoners importing American gin is as dramatic as if their neighbors in Newcastle started bringing in coal from Scranton.



Londoners now import
Four Roses Gin



Four Roses has its cake and eats it, too. Although capitalizing on a domestic origin, the desirable British overtone is obtained by featuring scenes such as the cricket match above.

It seems obvious that liquor ads *with people* are almost always better than those *with scenery alone*. Yet so many companies in this field employ the sterile technique of a big-bottle-against-the-landscape. Grant's Scotch is shown with a lake, mountain and sky . . . Johnnie

Walker with a placid country-side water color . . . O.F.C. with various waterfalls . . . Seagram's V.O. with another lake, mountain and sky . . . Old Forester with another waterfall . . . Cutty Sark with a clipper ship, water and sky . . . 7 Crown with a cloud-filled sky.

Contrast these unpeopled, unimaginative and unremembered campaigns with Imperial Whiskey's "Knowledgeable people" . . . or White Horse's man on a horse . . . or Martell Brandy's Michel Martell . . . or the men (and formerly women) who discovered rum in Puerto Rico. Four Roses Gin's new approach will rank with these other memorable campaigns.

The rubric art

There are two spots of color in the Four Roses ad reproduced elsewhere on this page. A tiny shield in the lower left-hand corner and the bottle's label are printed in red.

More and more advertisers are using color as a weapon in today's battle for attention. A count of the units measuring a half-page or larger in a recent weekly magazine shows that *only 28% of this space was black-and-white*.

Advertisers are demonstrating their belief in the value of print color and will undoubtedly extend this confidence to television when they can do so on a broader scale.

But the *art* of using color properly seems to defy many companies. This is particularly true when black-plus-one-color (usually red) is involved. Over-use is the cardinal sin. Splashing it all over the place just because you're paying

for the second impression is messy and self-defeating.

Sparse use of the additional color does not *by itself* assure effectiveness. Travelers Insurance included four cartoons in a full-page ad and for each of the quartet prints only the central figure's bow tie in red. Formfit Girdles always show a model holding a red apple and keep everything else in black and white. Finish detergent uses red only for the dot on the second "i" in its name. None of these makes too much sense.

In the sparing and appropriate use of color lies another reason for the effectiveness of the Four Roses ad . . . and a guiding principle for all who seek to harness a hue.

Dangerous word: Think

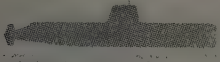
RCA goes to considerable pains and unlikely places for evidence of how well its TV sets perform. The latest effort features a test by Boeing engineers in a jetliner flying at 35,000 feet. Copy states that the picture is "mirror-sharp" and suggests, "Think what it can do in your home!"

So I proceed to think. Among my thoughts are that 35,000 feet is about seven miles; that I live more than seven miles from the nearest TV station; and that there is much more interference in those miles on the ground than there is between a broadcasting tower and a plane immediately above it.


Other RCA ads have featured tests in subways, at remote monasteries and at faraway locations. They can be pardoned this one example that is more dramatic than convincing.

**NORTH POLE SUBS
BOTH POWERED BY
WESTINGHOUSE
ATOMIC ENGINES**

1. USS NAUTILUS



2. USS SKATE



WESTERN UNION

YOU CAN BE SURE... IT'S Westinghouse

Three days after the second atom-powered submarine completed its trip under Polar ice, Westinghouse ran a newspaper page explaining that both subs were equipped with its engines. Two weeks later North American Aviation was in print with a similar message about the Inertial Navigation systems it had contributed to the feats. Both ads are reproduced above. The earlier version was obviously prepared in a tremendous hurry. Layout, type and art are simple and even crude. The second ad is much more polished with hand-set type and a combination silhouette half-tone.

Well done, Nautilus



Autonetics

But time was of the essence here. Westinghouse's story appeared while public interest was at its height and it made the deeper impression of the two. There is a parallel here to the live vs. filmed TV controversy. Just as a live show has more emotional impact, so does the ad based on a news event hit harder when it hits quickly. Sure, there are fewer ulcers when you put video in a can or take a couple of weeks to produce a newspaper ad and *generally the results are better.* But like everything else in this business, there are fascinating exceptions.

Stoppers

- How to persuade a man to read a memo — Hammermill Paper
- Ever watch a forest die? — Caterpillar Tractor
- The coin, the watch and the flower . . . — Boeing
- What do Mr. Summer and Mr. Winter have in common? — Jayson
- How to chill a martini without dampening its spirit — Seagram's Gin
- New gourmet tour of Europe only 79¢ — Seabrook
- This is a know man — Ford
- I tried not to cry — International Sterling
- Move a new home into your house! — Bassett Furniture

Subliminal spoof

Mary Jane Clement of Bantam Books has graciously called our attention to a direct mail effort of Little, Brown & Company. She feels that it is not only off-beat for the generally staid publishing business but it proves that a really good promotion piece doesn't *have* to cost a lot of money. She's right on both scores. It's simply a two-page multi-graphed letter about a new book by H. Allen Smith. Between the lines of typewritten matter there appear (in unbelievably small size) words such as Pulitzer Prize, Money, Now, Buy, You Are In My Power. The writer gives himself the title of Subliminal Manager and it's an amusing, articulate conversation piece.

Total Annual Retail Sales by states

Sections and states Total retail sales
dollars (add 000)

New England

Connecticut	\$3,310,142
Main	1,043,096
Massachusetts	6,223,949
New Hampshire	666,604
Rhode Island	936,498
Vermont	433,291
	<hr/> 12,613,580

Middle Atlantic

New Jersey	7,104,475
New York	20,658,474
Pennsylvania	12,461,768
	<hr/> 40,224,717

East North Central

Illinois	12,574,669
Indiana	5,171,535
Michigan	9,488,406
Ohio	11,799,687
Wisconsin	4,557,504
	<hr/> 43,591,801

West North Central

Iowa	3,247,190
Kansas	2,355,096
Minnesota	3,942,504
Missouri	5,032,462
Nebraska	1,712,753
North Dakota	753,895
South Dakota	752,898
	<hr/> 17,796,798

South Atlantic

Delaware	547,003
District of Columbia	1,353,802
Florida	5,892,159
Georgia	3,567,800
Maryland	3,380,219
North Carolina	3,943,068
South Carolina	1,785,658
Virginia	3,679,581
West Virginia	1,736,657
	<hr/> 25,885,947

East South Central

Alabama	2,539,978
Kentucky	2,488,455
Mississippi	1,493,167
Tennessee	3,147,727
	<hr/> 9,669,327

West South Central

Arkansas	1,455,289
Louisiana	2,960,277
Oklahoma	2,388,346
Texas	10,553,681
	<hr/> 17,357,593

Mountain

Arizona	1,322,622
Colorado	2,126,660
Idaho	775,338
Montana	850,491
Nevada	437,756
New Mexico	922,658
Utah	944,737
Wyoming	433,263
	<hr/> 7,813,525

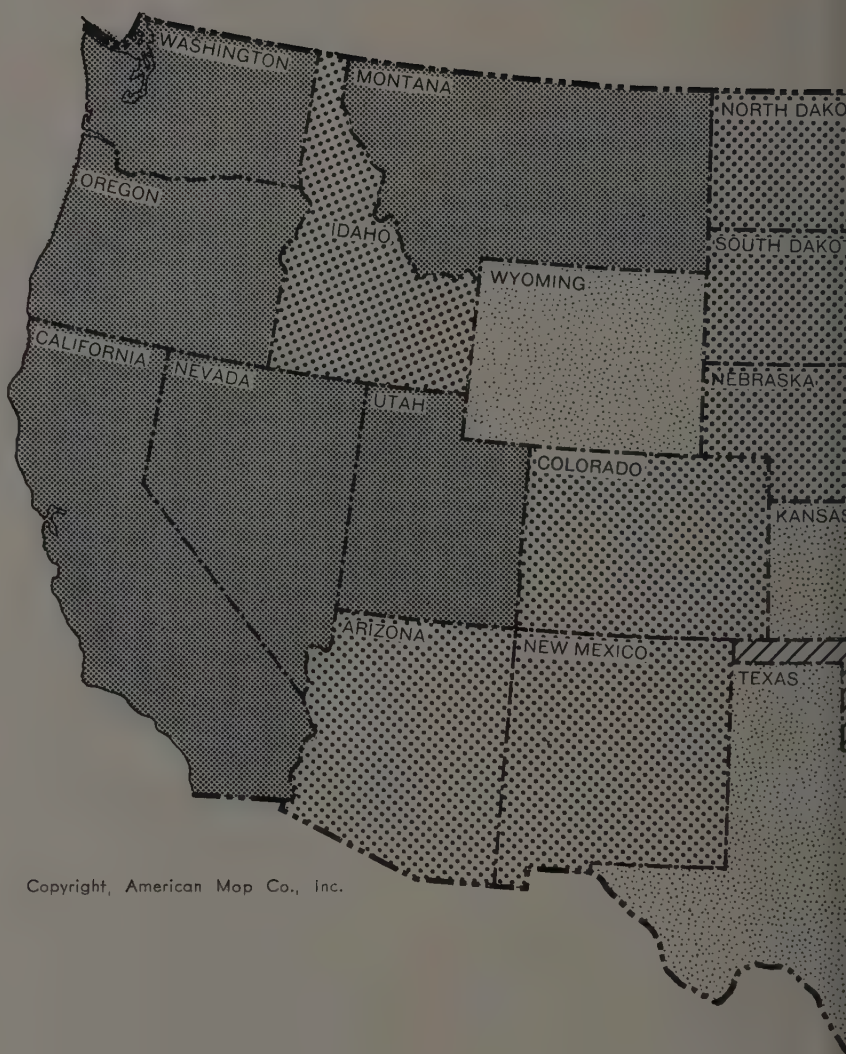
Pacific

California	19,825,500
Oregon	2,163,749
Washington	3,229,462
	<hr/> 25,218,711

Total U.S.A. \$200,171,999

Source: Sales Management 1958 Survey of Buying Power. All figures for 1957.

Retail Forecast for

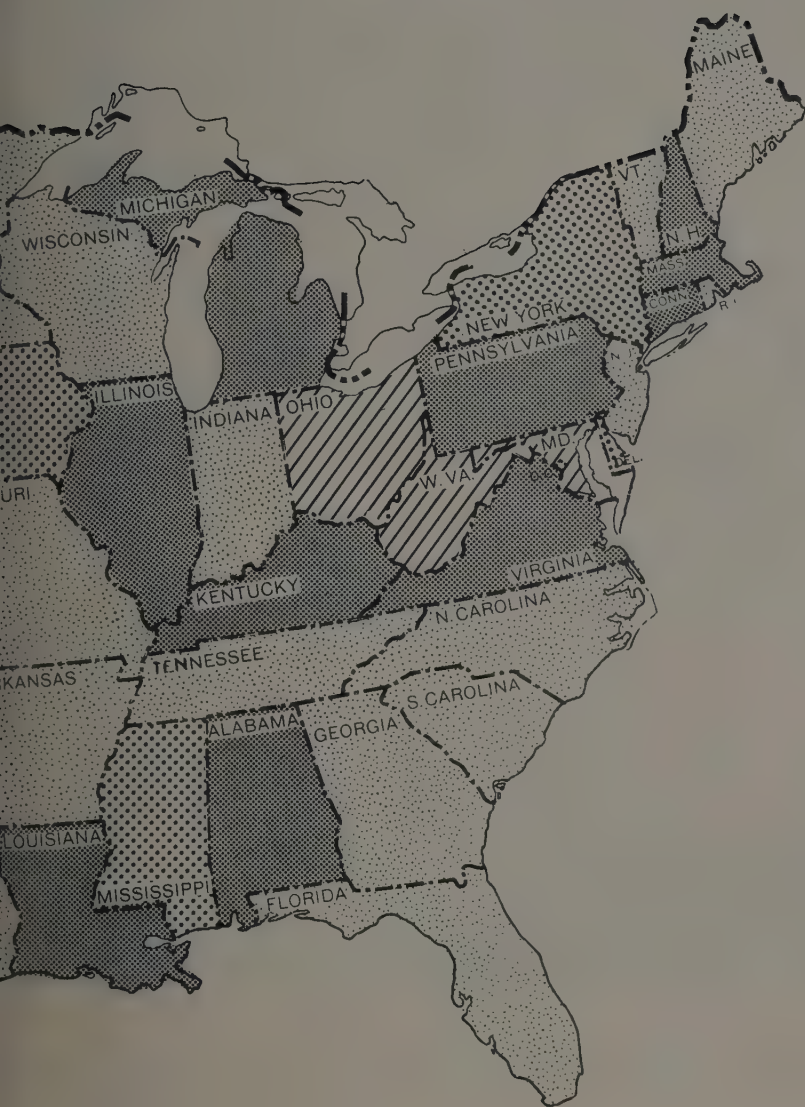


Copyright, American Map Co., Inc.

Where sales in each of the states
and the District of Columbia are headed
this November vs. November 1957

States where sales will dip the most
States where sales will be slightly below average
States where sales will be slightly above average
States where sales will be the best

Sales November



With the pre-Christmas selling season at hand, TIDE's retail sales forecast, a new feature, shows that retail volume during November will hover at the same level as last year.

TIDE's retail sales forecast departs from the previous Retail Report which charted the current sales picture. Now TIDE forecasts retail sales an entire month in advance thus permitting advertisers to spot areas with the strongest sales potential.

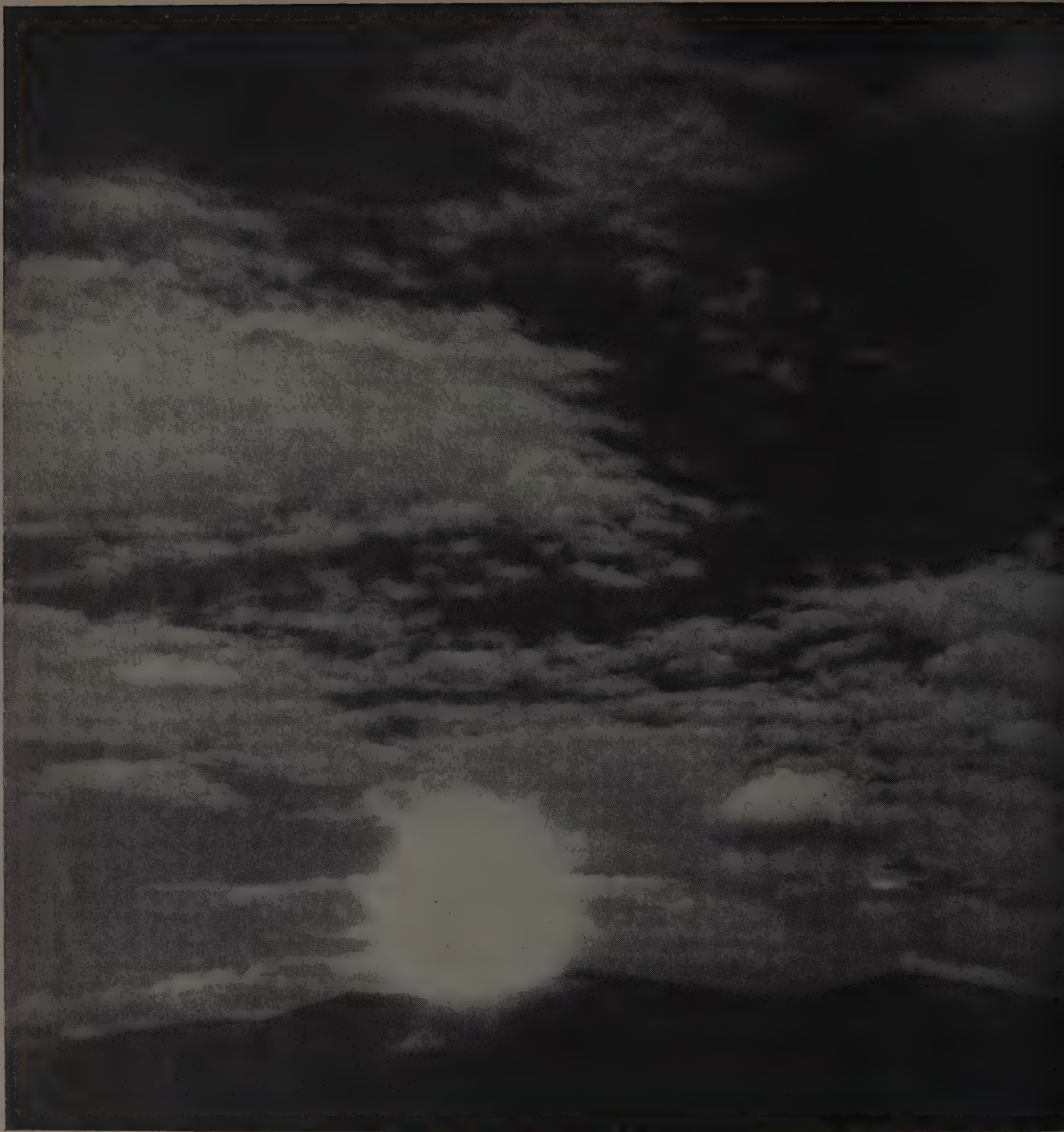
This special analysis, prepared by TIDE research director Dr. Jay M. Gould, finds that 20 states plus the District of Columbia will have a sales potential below last November's level. Total 1957 retail capacity for this bloc was more than \$105.5 billion.

The remaining 28 states, however, will enjoy above normal sales. These states represent a \$95.6 billion annual retail sales potential.

These figures must be further qualified in relation to last November, e.g., there is one less shopping day—24 days—this November. This situation, however, will be reversed in December when there is an additional shopping day (making 21 days) in the all-important Christmas selling month.

Interestingly, this forecast, which evaluates all retail categories including foods, drugs and cosmetics, appliances and autos, reveals several trends:

- Michigan, with a lagging retail volume throughout 1958, will start an upward climb. Though sales still will remain below normal, this key industrial state might start responding to a stronger auto manufacturing outlook.
- The Pacific Coast states—California, Oregon and Washington—with 12% of the nation's annual sales volume, will have lower than average sales.
- The Midwest farm states except for Illinois will continue to provide above average retail sales.
- New York and New Jersey with nearly 14% of the nation's annual sales capacity will have above average volume during November.
- Southeastern states, except for Alabama, with more than 8% of the nation's sales volume, will have above average sales volume next month.



SUNSET? OR SUNRISE?

An advertising campaign may seem to have had its day. Actually, it may just be dawning in the minds of its prospects.

Many a campaign is killed before it does its best work because someone at the agency—or the client's office—becomes bored with it.

To tell sunset from sunrise is one of the best services which an advertising agency can offer its clients.

Equally important is the creative foresight that has another great campaign ready for the moment the sun *really* sets.

YOUNG & RUBICAM, INC.

Advertising NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO • LONDON
MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

Would you do it all over again?

A second chance at a new career is something all of us probably have considered. Here's what TIDE Leadership Panelists think they'd do.



The high incidence and frequency of job switching among admen is often interpreted as a sure sign that as a group they are dismally satisfied with the advertising business.

Conversely, however, the truth is that many admen actually tend to regard their chosen profession with a degree of affection usually reserved for Home, Mother and Strawberry Pie.

In a confidential survey, TIDE's Leadership Panelists—some of the country's top agency and company executives—reveal themselves as surprisingly happy, well-adjusted, highly paid, dedicated, proud men with wives who are overwhelming in favor of advertising as a career.

Significantly, 85% of the Panel members vow that if they had it to do over again they'd go right back to advertising. Their attitude toward the business ranges from almost fanatical chauvinism to deep interest to resigned acceptance of the bad with the good.

Of the disenchanted dissenting 15% who think advertising was a bad choice, most would go into law, medicine or business if given a second chance. Several are vicarious writers, architects and teachers. One agency executive regrets he's not a journalist because "there you're doing good for humanity, which is a feeling I miss in this otherwise challenging and absorbing business."

Two Panelists would prefer psychiatry to advertising, and the ad manager of a chemical company confesses he should have become a machinist.

An agency marketing and research director who's been in advertising for over 30 years says he'd rather be "in the navy as a career officer, for the security it provides."

Another Panelist yearns to be a soldier of fortune while a fellow adman thinks "farming is the only occupation that allows a man to retain his individuality." "The best thing," observes an agency executive, "is to be retired."

In the opinion of most of the Panel members, the three biggest advantages of working in advertising are money, money and money. The big reason why some admen hop from job to job is to get more and more money.

The Panelists are apparently doing well on the money score themselves. A majority of 54% think their salary is at least on a par with that of other admen in comparable positions. An even luckier 24% estimate they are doing better financially than most of their colleagues.

What's more, and rather surprisingly, about half the Panelists admit they're getting paid what they think they are worth: 51% believe their salary is commensurate with their ability and work output, and a handful confide that they are overpaid.

Sametime, a number of the less satisfied 49% concede they're the type of people who are highly self-critical and rarely satisfied.

As one of these Panelists puts it: "The thing that makes a good advertising man is that he's always reaching for the stars and won't stop until he gets a handful."

Most of the Panel members—both the staunch admen and their disgruntled associates—admit that the ad business isn't always a big bed of roses.

Its biggest drawbacks: pressure, interference and lack of understanding by clients and agency top management (over half the Panelists complain that "everybody thinks he's an expert"), insecurity

due to account switches, long hours, and inability to measure tangibly the results of work.

To most Panel members, however, these abuses exist, in varying forms, in every business, and to many of the admen they are, as one puts it, "the very things that make life interesting."

Whether they love or loath the ad business, TIDE's Panelists speak from experience. 59% have been in advertising for at least 20 years, while 22% more are veterans of from 11 to 19 years.

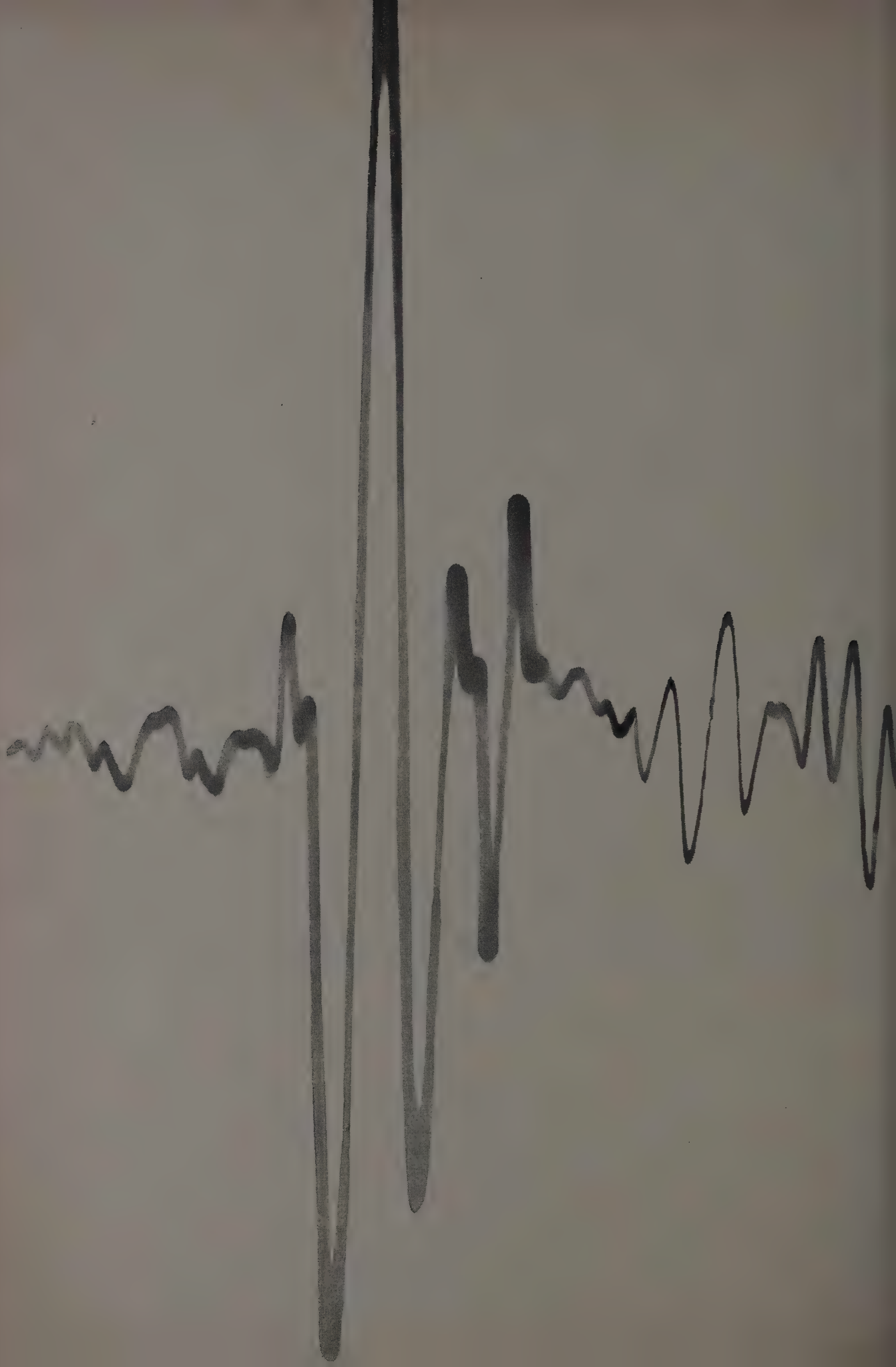
In addition, 18% of the Panel members have been admen all their professional lives. Most of the others come from occupations not very far afield from advertising. For example, 20% were salesmen before they were admen. The same number were journalists, PR men and writers.

Although the Panelists are doing well financially, and think advertising offers excellent career opportunities (71% report they've made as much progress in the business as they'd hoped), they show an unexpected reluctance to urge their children to follow in their footsteps.

The largest group, 18% of the Panelists, say they'd leave choice of career entirely up to the kids. Another 8% would suggest advertising, but almost as many consider, in this order, medicine, law, sales and engineering the fields with the best potential.

The rest of the Panel members offer an infinite number of suggestions, from the clergy, teaching and politics to ranching, rodeo riding and bird watching. One adman says his children can enter any field "except advertising."

Another Panelist may have the best idea of all. He's advising his son to "marry a rich girl." ♦



First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

It's electronic! It's instantaneous! But the results are the same: WCBS-TV is New York's number one television station.

Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously—and Channel 2 piles up impressive margins of leadership.

During the first week of continuous operation, Arbitron flashed this report:

WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;

Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;

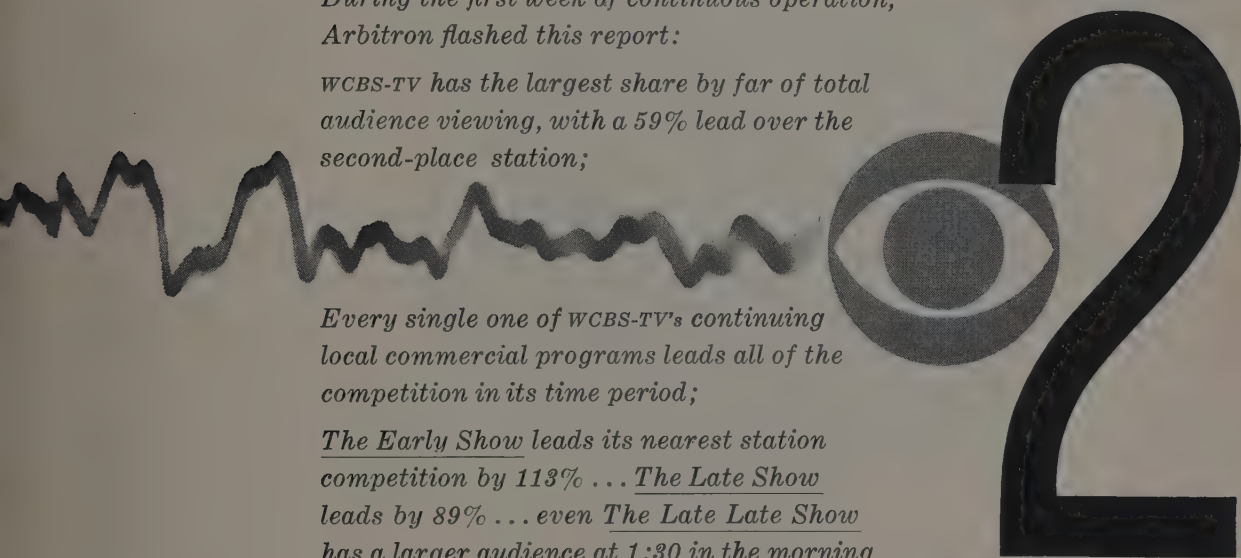
The Early Show leads its nearest station competition by 113% ... The Late Show leads by 89% ... even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime;

The highest-rated news programs—morning, afternoon, early evening and late evening—are all on WCBS-TV;

9 of the top 10 shows are on WCBS-TV.

The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for ...

Channel 2, New York **WCBS-TV**
CBS Owned • Represented by CBS Television Spot Sales



GREAT BALLS OF FIRE

TO SELL
MORE

WHERE
MORE IS
SOLD

IT'S FIRST 3 FIRST!

Newspaper distributed magazines are earning an ever increasing role as the backbone of many national advertising campaigns, and the "Great Balls of Fire" among all newspaper distributed magazines are the FIRST 3 MARKETS GROUP. There is nothing like this winning combination of three dominant magazines to fire-up enthusiasm and to move customers by the millions into local outlets. Also, advertisers' recognition of FIRST 3's Sunday Punch has grown like wildfire—as an example, during the first 6 months of 1958, F3M carried more than twice the advertising pages carried in the same 1952 period.

the group with the Sunday Punch



Rotogravure • Colorgravure

The three top markets of New York, Chicago and Philadelphia—where 18% of all U. S. Retail Sales are made—should serve as your main advertising target upon which to concentrate your heaviest effort. In these huge markets, where the family coverage of General Magazines Syndicated Sunday Supplements, Radio and TV thins out, there is no substitute for FIRST 3 MARKETS' solid 62% COVERAGE of all families.

To make your advertising sell more where more is sold . . . it's FIRST 3 FIRST!

Circulation nearly 6,000,000.

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

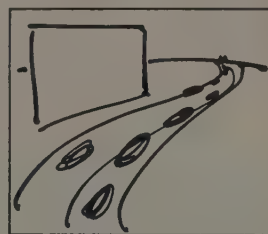
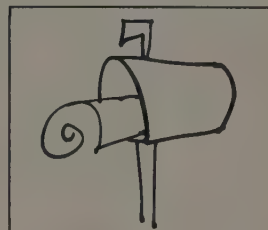
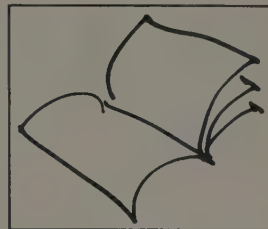
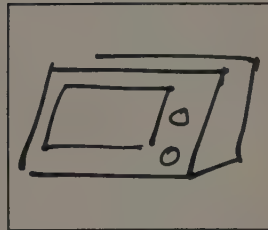
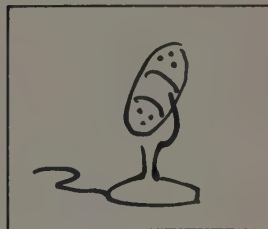
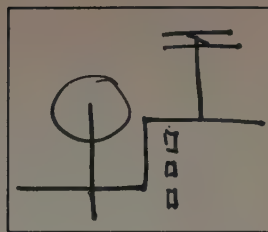
Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N.Y., News Building, 220 E. 42nd St., MUrray Hill 7-4894 • CHicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery St., GARfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Blvd., DUmkirk 5-3557

Special Report

NEW TRENDS IN MEDIA BUYING

This special report describes the new sales plans, discounts and other incentives media are offering this year and who is buying them.



Last month Tide analyzed the price trends in nine important media, found that it will cost you 3.4% more to advertise in the 1958-1959 season. This month Tide presents a two-part roundup of the new rate and space incentives individual media are offering advertisers. The first and major section of this report (pages 82 to page 85) examines the complex new offers of network television, easily the leader in intricate buying arrangements this year. The second section of this special report (pages 86 and 87) highlights what other major media are offering — spot television, network and spot radio, magazines, newspapers and outdoor.

NETWORK TV'S NEW RATE RACE

Network television, the medium requiring the largest single investment of advertising dollars, is making the most intensified effort to attract advertisers this fall.

The ABC, CBS and NBC television nets are increasing their discounts and benefits for the 1958-59 season in a clear-channel drive to keep what business they have and attract what more they can.

ABC now offers daytime television at a cut-rate price.

CBS is offering daytime advertisers a cheaper way to buy at different times throughout the week.

NBC features bigger discounts to the advertiser who buys both day and night.

ABC-TV is setting the pace in the daytime upheaval with a fabulous plan calling for discounts of 50%. The network has needed to increase its programing to be truly competitive with the larger CBS and NBC. The problem was to sign advertisers to foot the bill for the untied time on a third network.

Young & Rubicam also had a problem. The agency had a list of advertisers who wanted time on daylight network TV but were unable to make buys because of product conflicts.

At the National Association of Broadcasters' convention last May, media buyers from Y & R approached ABC with a proposition. The result was Operation Daybreak, a bargain-basement plan for the long-term use of daytime network television.

Under the agreement, ABC, beginning Oct. 13, opens its programing on weekdays at 11 A.M. instead of 3 P.M., adding 80 quarter-hours a week to the network's schedule. Daybreak programs will be telecast between 11 A.M. and 3:30 P.M. in markets covering almost 85% of all TV homes.

The time is sold at a cut-rate Class D rate which is 33-1/3% of the Class A evening charge. (NBC and CBS charge Class C rates for daytime, 50% of the Class A cost.)

So-called Daybreak charter sponsors on ABC get an even bigger break, a whopping 50% reduction below the already-low Class D charges.

The "dues" for the charter club are almost ridiculously low. The package time and talent charge to a four quarter-hour sponsor is \$6,338 for each 15-minute segment. The package time and talent charge to the three quarter-hour advertisers is \$6,527 for each 15-minute segment.

Similar purchases on CBS or NBC during the daylight hours, even with the maximum discounts earned by large advertisers, would cost about \$1,000 more for the time alone, with production and talent costs still to be added on.

To qualify for the charter rate, a single-brand advertiser must buy at least three quarter-hours and a multiple-brand advertiser at least four quarter-hours a week for 26

weeks. Contracts have to be signed before Daybreak starts.

The minimum quarter-hour buy must, theoretically, be on the same day of the week, but even ABC officials admit few if any sponsors will be able to so concentrate their purchases. There will be no extra charge for programing on different days if time on the base day is not available.

And price is not the only inducement for ABC's Daybreak TV.

One key selling point is a liberal policy for cross-plugging. Charter plan advertisers on ABC may, they wish, utilize only one of the three minutes of commercial time available on their 15-minute segments. The other two minutes may be exchanged with other advertisers for time on any other Daybreak program on any other day, increasing to the maximum the possible number of commercial impressions a TV dollar can buy.

Another important inducement is the product protection given Daybreak advertisers. Buying one 15 minute segment of a program on day a week bars competitive pro-

TV's NEW INCENTIVES

- Higher daytime discounts
- Better product protection
- Liberalized cross plugging
- Wider contiguity benefits
- Reduced afternoon time
- Cheaper day-night combinations
- Increased line-up discounts

ts from the program for the entire week. In addition, the advertiser gets 15 minutes protection on either side of his program on the day he advertises.

In effect, a minimum buy, cleverly placed, could prevent a competitor from being heard during ABC's daybreak hours.

Charter plan advertisers are afforded the further protection of a rate guarantee. Those advertisers who don't want to stay around can continue paying the cut-rate charter price for two years.

During the third year, the time and talent costs are half-way between the rate card and the original package price. For the fourth year, the card rate will apply.

As might be expected, the advertiser response to the offer has been enthusiastic.

Y & R, the originator of the idea, will pay \$13,500,000 the first year for six of its clients: American Home Products, Beech-Nut, Life Savers, Bristol-Myers, Drackett, General Foods and Johnson & Johnson. The purchase accounts for about two-thirds of all availabilities. Other sponsors to buy into Operation Daybreak, though not all charter members, include Armour, Hessebrough-Pond's, General Mills, Lever Bros., Reynolds Metals, Shulton and Sunshine Biscuits.

In all, Operation Daybreak was an 85% sell-out weeks before the premiere. Reynolds Metals, for example, already a heavy spender on ABC with an alternate-week hour on Walt Disney Presents and an every-week half-hour on All-Star Golf, bought into Daybreak principally because the purchase virtually prevented other aluminum foil makers from using the time.

CBS and NBC also have daylight plans of their own. Columbia has broadened its contiguous rate policy, reduced the price of time in the late afternoon, liberalized commercial exchanges and extended its product protection: all designed to make CBS daytime more attractive.

The contiguous rate has been a boon to networks since first devised. Under the old policy, an advertiser who bought four daylight quarter hours on one day was billed

as if he purchased one continuous hour.

An advertiser who purchased four quarter-hours on four different days, however, had to pay 40% of the hour rate for each 15-minute segment, a total of 160% of the hour rate for the week's schedule.

The arrangement imposed a severe handicap on the large advertiser who wanted to spread his buys through the week.

CBS now offers a compromise to daytime advertisers. Under the plan, effective Sept. 1, an advertiser pays the straight card rate for his first program, or 40% for his first quarter-hour. All other daytime programs are billed at a rate in proportion with the time used: 25% for the quarter-hour, 50% for the half, and so on.

Thus, the daylight advertiser who previously had to pay 160% of the hour rate for four quarter-hours on four different days now will have to pay only 115% under the new schedule.

The purchases, to qualify for the contiguous rate, may be made in the same or any other program on any day before 6 P.M. The anchor buy, however, must be at least a Class C quarter-hour and it should be the largest purchase of the week.

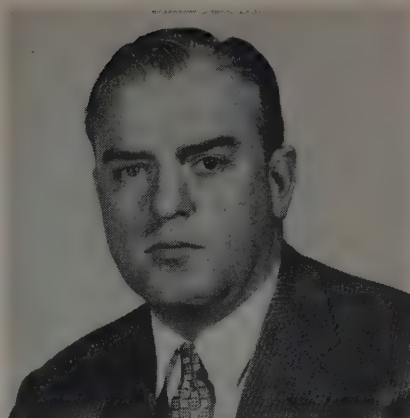
The network also eliminated its Class B rate effective Sept. 29 to cut the cost of late afternoon time. CBC had been charging 75% of the evening rate for 5 to 6 P.M. on weekdays, 2 to 6 P.M. on Saturdays and 2 to 5 P.M. on Sundays. Under the new system, all time between 9 A.M. and 6 P.M. every day of the week is being billed as Class C 50% of the night rate.

The new commercial exchange policy permits advertisers to cross-plug in a sustaining section of the same program if an agreement can not be worked out with another of the program's sponsors.

Under the liberalized daytime protection policy, CBS continues its practice of separating competing products by at least 15 minutes. In addition, advertisers on a personality program, such as Arthur Godfrey Time, will be protected throughout the program.

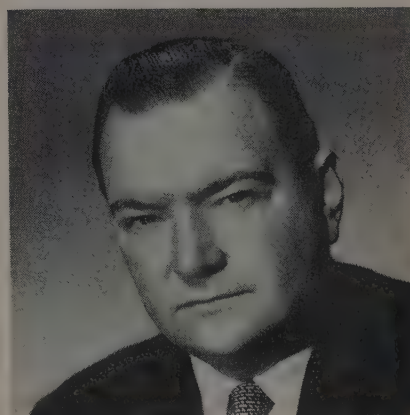
Advertisers on programs with a master of ceremonies, The Verdict is Yours, etc., will be protected on the day they buy. The first adver-

ABC



ABC-TV sales vice-president William Mullen: A \$13,500,000 deal with Young & Rubicam put his network in daytime television.

CBS



CBS-TV sales vice-president William Hyman: A new contiguous rate makes across-the-board programming cheaper.

NBC



NBC-TV sales vice-president Don Durgin: New annual discounts are inducing sponsors to long-term pacts.

tiser with protection for a product will be entitled to the exclusive use of the M.C. for that product.

CBS officials say the new liberal rates and added benefits are accomplishing their aims by helping to bring in new business.

American Home Products; General Mills; Libby, McNeill & Libby; Miles Laboratories; Quaker Oats, and Sterling Drug are among the advertisers who have expanded or started anew their CBS daytime TV coverage.

At Rockefeller Center, NBC officials boast that their revised discount policy had helped bring in \$64,000,000 in daytime gross billings by last month, to set a volume record for the network's daylight hours.

NBC is drawing in the business with a revised rate card, in effect for the first time this month, which offers higher discounts (30%) for some daytime advertisers; annual discounts to the alternate-week sponsor, and, perhaps more important, a new system for allowing advertisers to combine day and night buys for extra annual discount points.

NBC offers the new incentives by shifting emphasis from hourly to annual discounts and by extending the basic broadcast unit from one week to two weeks. Previously a sponsor could earn a 15% hourly discount by buying two hours for 26 consecutive weeks or alternate weeks. Under the new rate card he can earn only 10%, but he has to buy less, only enough to be billed 320% of the hour rate every two weeks (about an hour and a half a week).

While hourly discounts are down, the annual discount is up. Under the old card, a sponsor could earn no more than 10% in annual discounts and to qualify he had to buy time in the same rate classification each week for 52 consecutive weeks. Now the sponsor can earn up to 15% for 52 weeks of programming.

The rate card now provides for annual discounts on the basis of "runs" which are defined as "an alternate weekly sponsorship of the same eligible program period through the (52-week) discount year." Two alternate-week sponsorships or an every-week sponsorship

are each listed as two runs. One run is entitled to a 5% discount, two runs in different rate classifications merit a 10% discount and two runs in the same rate classification earn 15%.

After the 15% discount is earned for two runs in the same rate class, all other runs purchased by the advertiser automatically receive the top 15% rebate.

The new plan, thus, allows advertisers to combine day and night programming for annual discounts, something not possible under the old NBC system or the plans still in effect at the rival nets. In addition, the plan allows the first annual discount (5%) to the advertiser who buys only one program on alternate weeks: a benefit the medium-sized advertiser had for so long wished.

NBC also gives as much as 5% in additional discount points to the daytime advertiser who purchases an extended station lineup, as in the case with most large daylight advertisers. The bonus raises the maximum possible discount to 30%, 5% higher than the old card and the top still allowed at CBS.

The "must buy" list for NBC carries 57 stations. A sponsor who buys 100 or more interconnected stations during the daylight Class C hours earns an extra 1% discount. The

maximum of 5% goes to a sponsor whose program is aired on 136 or more interconnected outlets. No other network offers daytime advertisers a similar plan.

NBC, like CBS, also has broadened its daytime contiguous rate policy but along different lines. The NBC system parallels the ABC Daybreak arrangement.

NBC says an advertiser who buys the network he wants his buys on the same day will be billed as if the purchases were continuous (four quarter-hours will be billed as if an hour), even if the network has to shift some of the purchases to other days of the week. NBC, however, insists on the right to shift all buys back to the base day whenever time is available and the buys cannot be in the same program.

The advertiser who specifies different days will have to pay the straight card rate, or 40% of the hour cost for each quarter-hour.

NBC, also, like CBS and ABC has broadened its exchange commercial policy to permit cross-programming in sustaining periods of the same programs and, like CBS, billing Class C rates for time that had been designated as Class B.

NBC officials say the revised discounts are helping to bring in new sponsors and tempting other adver-

WHY DAYTIME TV?

Advertisers are stomping over each other in their rush to daytime TV. Where there were two networks, now three networks offer a full slate of daytime programs, and still the sponsors come. Why the spurt in interest? Here are the facts from A. C. Nielsen on television viewing between 11 a.m. and 5 p.m. Monday through Friday.

- Three out of four TV homes (77.5%) watch daytime television sometime each week.
- The average daytime viewing time each week in each home is 10½ hours.
- In homes with housewives aged 16 to 34 (the principal

shoppers), the average weekly viewing time of daytime TV is 12½ hours.

• Daytime audiences have soared 48% in two years, from 45,500,000 home hours each day to 65,800,000. Nighttime audiences have risen only 22%, from 64,400,000 to 80,000,000 home hours a day.

• From the networks themselves come the most impressive argument, at the expense of their nighttime programs: a dollar wisely spent on daytime television delivers two to three times as many commercial impressions on women as the same dollar would buy during the night.

ers to expand their daytime coverage.

Frigidaire division of General Motors, H. J. Heinz, National Biscuits are some of the advertisers coming to NBC-TV for the first time. Returning after "several years' absence" are General Mills and Pillsbury. Alberto-Culver, Whitehall Laboratories, Armour and Lever Bros. are among the advertisers who are increasing their orders.

For National Biscuit, for example, the new rate card means substantial savings, contributing to entice the baker to drop its spot schedules and return to NBC for the first time. The company is earning a 15% discount on alternate-week half-hour on Dragon Train and an 18% discount on three alternate-week quarters on daytime programs.

The discounts mean a new week-savings of about \$5,000 in time costs in addition to the credit that could have been earned under the old card in effect only last month.

Not everything, of course, is getting a reduced rate in network TV. The old rule of supply and demand still holds sway. A case in point: Perry Como. He's getting more expensive.

Last season the one-hour time charges and production costs for the Perry Como Show were sliced three ways by NBC. Advertisers took 20-minute segments and paid 1/3 of the hour time charges and 33-1/3% of the talent costs.

This season, with the demand surpassing the supply, NBC is selling Perry Como each week in two half-hour segments. The sponsors will split the production costs but this year they will have to pay the standard 60% of the hour rate for 20-minute portions.

The shift means NBC this year will receive 120% of the one-hour rate for each telecast instead of the 100% billed last year.

The network will not, however, make up all of the extra 20% as new revenue.

NBC last year had considered the one-third rate a sufficient incentive and barred advertisers from competing the time with other purchases in computing hourly or annual discounts.

With the new half-hour division,

TWO PERRYS—TWO STRATEGIES



NBC-TV's Como



CBS-TV's Mason (Raymond Burr)

sponsors now can combine Perry Como time with other buys.

The network estimates about one quarter of the extra 20% time charge will be going back to advertisers in the form of discounts. But, officials admit, NBC still will be gaining about \$17,000 a week.

Despite the increased costs, sponsors still consider Perry Como a good buy. American Dairy Assn., Kimberly-Clark for Kleenex, Noxema, RCA-Victor with RCA-Whirlpool and Sunbeam are advertisers who had bought 20-minute segments last year and now are signed to take 30-minute periods this season. A newcomer is Chemstrand.

Knemark, alone of all last year's Como sponsors, decided not to come along for 1958-59. But the decision in that case was probably not based on price. Knemark was bought by Revlon and the cosmetic maker had TV plans of its own.

The opposite situation has developed for the "other Perry," CBS's Perry Mason. The program had been sold last season in half-hour packages but this year is going on the block in 20-minute segments.

Signing up for the cheaper 20-minute rate (about \$63,000 in time and talent) are Colgate-Palmolive, Mutual of Omaha, Philip Morris for Parliament and Sterling Drug.

When added up, all these TV buying trends point to one impor-

tant thing: the growing flexibility that advertisers have in reaching the markets they seek. During network TV's early golden years, a sponsor was hard put to gain a great deal of flexibility unless he had a big bankroll.

Now the medium seems smart enough to reshape itself in line with the demands of sponsors who must watch each ad dollar as never before and who, in some case, are shooting for more specialized mass markets and going in for combination media purchases.

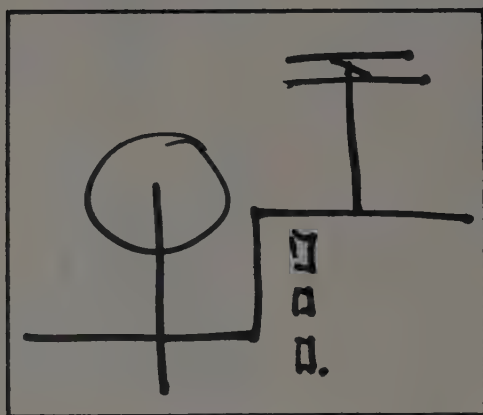
In a sense, the rate race within network TV itself probably will have far-reaching effects on all media purchases. For, as network TV tries to keep pace with more and more attractive buys for recession-ridden sponsors, other important national media will have to sweeten their offerings to hold their own or expand their client list.

As the medium requiring the largest single investment of advertising dollars, network TV's new media offers augur important changes for these other media. These changes (examined on the next two pages) should, in turn, create more future changes in network TV. In short, the coming rate race in media will belong, as ever, to the swiftest.

Incentives offered

Spot Television

Spot television is offering advertisers new package plans, bigger discounts and an entirely new concept for purchasing time for a package of sponsor-owned shows. The most impressive new incentive is the buying plan devised for Kellogg by the Station Representatives Assn. The cereal maker had been a heavy spot buyer but last year shifted gears and bought five half-hours a week on the ABC-TV network. This summer Kellogg recanted and decided to go back into spot. The SRA plan that induced the switch allows Kellogg up to 30% off the time costs when it supplies and sponsors a strip of five half-hour films every week for 13 weeks. SRA officials say the plan most certainly will serve as a guide for other advertisers.



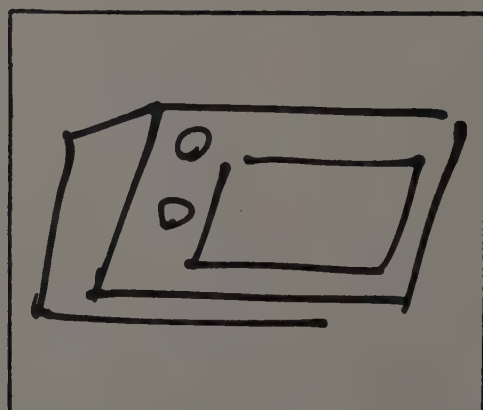
Network Radio

NBC is increasing to 40 the possible number of vignettes or five-minute packages available to advertisers on Monitor and Nightline. NBC this year also is allowing advertisers to co-sponsor a package of five-minute participations, at a cost of about \$180,375 for 20 vignettes a week for 13 weeks. ABC this year added 30-second and 10-second spots to its every-hour newscasts. Mutual added stations to its line-up but held rates the same. Only CBS, of all the major networks, has stuck to the old system of "programming with programs" but the network has made purchases easier by cutting daytime dramas into as small as five-minute sections.

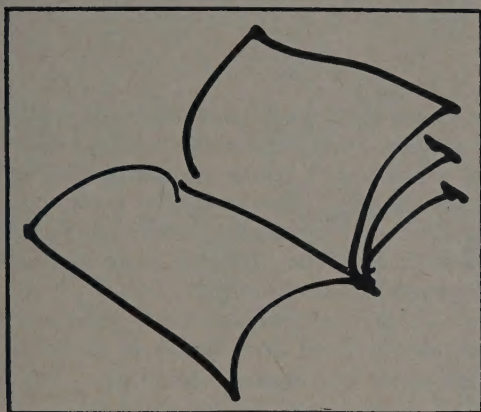


Spot Radio

In spot radio, more so probably than in any other medium, the station's competitive situation decides the rate. Some stations propose that an advertiser buy four programs in a strip with the usual discounts and get the fifth day free. Other stations give extra discount points to the sponsor who will increase his participations from three to five a week. Others allow a heavy advertiser to take a continuity discount even when he puts gaps of weeks in his saturation campaigns. Still other stations charge a flat fee and give the advertiser every announcement and identification that hasn't been previously sold. The situation, of course, varies from station to station with the broadcaster's profit and loss sheet setting the space.

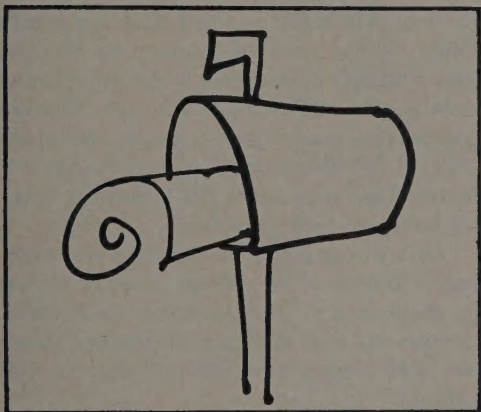


by six other media



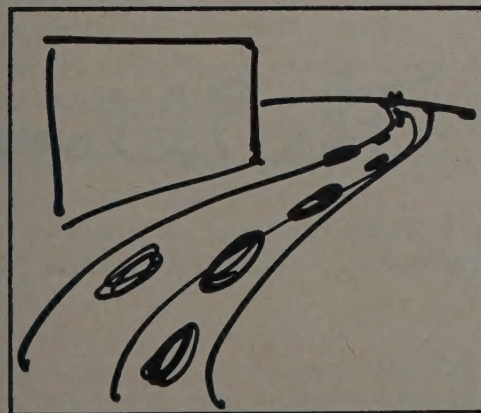
Magazines

Technical improvements meaning greater flexibility highlight the new incentives being offered by national consumer magazines. LOOK, LIFE, TIME, GOOD HOUSEKEEPING and SATEVEPOST have announced they now allow two advertisers to purchase mutually a single page and, through split runs, market different products in different sections of the nation. SATEVEPOST now offers a wide variety of multiple page units complete with fold-ins, fold-outs, accordians and what have you. The READER'S DIGEST has a host of new incentives starting in 1959, including the revamping of the book to place all advertisements next to editorial matter instead of in segregated sections at the front or at the end. LOOK also has broadened its discount policy.



Newspapers

Two new developments may be in the offing for newspaper advertisers but both are still in the speculative stage. Newspapers in smaller and medium-sized cities again are thinking seriously of offering volume and continuity discounts to national advertisers and larger newspapers are renewing interest in a network of prints. Virtually every newspaper now offers a special bulk rate to the local merchant but, since the '40s, only a few newspapers in the largest metropolitan areas have extended the benefit to the national ad. Now there appears to be a break. The HOUSTON CHRONICLE, for one, has only recently announced volume discounts to national advertisers.



Outdoor

Outdoor advertising exhibitors are jumping over each other to offer better deals. Foster & Kleiser, for example, announced a new rate plan this past summer and then a month later come out with an entirely new system. The new card, which goes into effect next year, calls for continuity discounts (5%) to advertisers who run a No. 50 showing any six months of the year. Previously, the minimum buy for a 10% discount had to be a No. 50 showing for at least 12 consecutive months. Outdoor exhibitors are coming up with a host of spectaculars, including circular affairs that revolve to keep up with the motorists' roving eye.

The fall challenge

The advice of the Red Queen in "Alice in Wonderland" probably summarizes as well as anything the challenge facing the advertising business this fall:

"It takes all the running you can do to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that!" The big challenge, of course, is to "run at least twice as fast" to catch and nurture what appears to be a rising tide of confidence among consumers.

"Surprising optimism about individual economic prospects and business conditions," reports the University of Michigan Survey Research Center, "generally prevails even among those still unemployed."

The Center finds that more and more consumers, especially those families with incomes over \$5,000 a year, believe more firmly than they did last winter that now is the time to buy. "Many consumers," reported the WALL STREET JOURNAL not long ago, "plan to buy major items but shy from splurging."

This slowly changing consumer attitude, easier to sense than describe, puts an extra responsibility on advertising this year.

For one thing, advertisers must make better use of the spectacular amount of new information and methods for making wiser choices of media and better psychological appeals to the consumer. Such methods will help bring more and better products to more people on terms they can afford and thus avoid some of the pitfalls highlighted by the recession during the past year.

Further, advertising people must spend less time criticizing each other (newspapers vs. television; radio

vs. direct mail) and more time improving their medium or service. Such internecine warfare does little to carry out advertising's prime responsibility: selling goods.

And, finally, there must be more positive and less negative and misleading advertising. For if the FTC doesn't catch you, today's more sophisticated, price-conscious consumer will.

If all, or even part, of these goals are accomplished, the odds will be even better in favor of catching a renaissance in consumer spending.

Christmas "gifts"

Each year about Christmas-time we are the recipients of a certain amount of loot. Quite a lot of it is liquid, and frankly we enjoy getting and using it.

However, we must admit that we rarely remember who sent what and suggest that our kind and generous friends should save the money in the future. It seems likely that our experience is not at all unusual and that someday the whole practice of "business gifts" will disappear as a useless and unnecessary expense.

Mr. G. F. Raymond, vice-president of the Western Electric Co., expressed the situation very well in a recent letter to that company's suppliers: "We recognize . . . that the practice of making business gifts has become widespread in certain areas of American business. We think it is a bad practice — not only wasteful but improper in that it raises altogether unnecessary questions with respect to the integrity of both donor and recipient."

That is a pretty forthright stand and one more companies should adopt.

The Editors



It's the paying audience that pays attention

Your advertising message in any ABC magazine speaks directly to an audience that's paying for the medium.

A paying audience pays attention.

What's more, you don't have to guess who or where an ABC magazine's audience is—or how many are in it. The Audit Bureau of Circulations gives you the verified circulation facts.

The ABC, like your best friend, will tell you the truth about us . . . how many

readers buy copies of our magazines, whether they're bought by subscription or on the newsstand—and where they're bought. Can other media say as much?

We're grateful to have the ABC . . . and to have an audience that pays—and pays attention. Aren't you?

TIME inc.



9 Rockefeller Plaza, New York 20, N. Y.

LIFE (LIFE International, LIFE en Español), TIME (TIME Canadian, TIME Atlantic, TIME Pacific, TIME Latin American), FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM, HOUSE AND HOME



Picture of a sales aid ...aiding a sale

It's always helpful for a salesman to have authoritative outside support when he's making his sales talk. And that's just what he gets when your product carries McCall's Use-Tested® Tag.

For McCall's Use-Tested Tag reports, in friendly, non-technical language, the findings of McCall's editors after testing your product under home-use and laboratory conditions.

The Tag also acts as a silent salesman, and helps retailers close sales when salesmen are not on the floor.

McCall's

To learn how to put the power of McCall's Use-Tested program behind your product, see your McCall's representative—or write to McCall's, 230 Park Avenue, New York 17, N. Y.

the magazine of Togetherness...circulation now more than 5,300,000